

Professional Bio for Erin Griffin



Erin Griffin

**SVP of Marketing & Communications, Riddell
(SVP of Communications, BRG Sports)**

Erin Griffin serves as Senior Vice President of Marketing and Communications for Riddell, the senior-most position for these functions within the organization. Her responsibilities include leading all aspects of the company's communications and integrated marketing efforts and overseeing the development of the strategic plan. She is a member of Riddell's executive leadership team and reports to the President and CEO.

Griffin is also Senior Vice President of Corporate Communications for Riddell's parent company, BRG Sports, which has been a holding company for several well-known brands.

In over 13 years with Riddell, Griffin has played an integral role in navigating the company through the opportunities and challenges associated with the brand and sport of football. Under Griffin's leadership, Riddell has been positioned as the industry leader in football innovation, generated favorable media coverage and consumer sentiment, transformed into a more customer-centric brand, and built goodwill within the football community. Additionally, Griffin has helped foster a human-centric approach to leadership within company management with more employee engagement and facility-based activities.

Notable accomplishments include securing the company's first-ever brand ambassador, Peyton Manning, supporting the successful launch of the Axiom and SpeedFlex smart helmet platforms, leading the company's partnerships, including the NFL and USA Football, and instituting Riddell's grassroots giveback programming. Griffin was also involved with the company's acquisition of longstanding partner Simbex as well as a recapitalization including the addition of BC Partners as a minority owner.

Griffin joined the company in 2012 to build the communications function, including the social/digital footprint, and assumed responsibility for marketing in 2016. Today, Griffin is on the executive team reporting to the President & CEO and regularly interfaces with the board of directors and investors. During this time, she has been named to Ragan's Top Women in Communications list as a Trailblazer (2023) and Leader (2024) and honored as a Brand Innovators 40-Under-40 selection for the Midwest region (2022) and Women in Marketing: Industry Innovation Awards honoree (2023).

Previously, Griffin was an account director for Burson, a multinational integrated communications agency serving clients including Nike, Dell, Corner Bakery Cafe, United Airlines, and others. She began her career leading team public and community relations for the Arena Football League's Austin Wranglers. While with the Wranglers, Griffin also managed publicity for team part-owner and Pro Football Hall of Famer Deion Sanders.

Griffin has a bachelor's degree in business administration and communications, with a focus on marketing and public relations, from Aquinas College, where she played collegiate soccer and was named an Academic All-American. She is on the boards of Special Spectators and Got Her Back, and is involved with the National Football Foundation, including serving on the Future for Football steering committee. Griffin is also active with the Sports & Fitness Industry Association (SFIA) and is passionate about female sports participation. She enjoys sports, traveling, and fitness and is an avid dog lover. Griffin is married to Jean-Baptiste Jean, is a bonus mom to Madison (17), and mom to dog Lucky.

For more information, visit: [linkedin.com/in/erinegriffin](https://www.linkedin.com/in/erinegriffin)