

Professional Bio: Susan Riley

VP of Campaigns & Brand Marketing, BSN SPORTS

Susan Riley is an innovative marketing leader, former two-sport collegiate athlete, and lifelong women's sports fan (with Mia Hamm posters still proudly hanging on her childhood bedroom wall). She currently serves as Vice President of Campaigns and Brand Marketing at BSN SPORTS, the largest team sports supplier in the U.S. and a division of Varsity Brands. In her role, Susan leads all B2B and D2C marketing efforts across youth, high school, club, and collegiate sports, driving growth through data-driven strategies, partnerships, consumer insights, and omnichannel marketing programs.

A passionate advocate for girls and women in sports, Susan spearheaded the creation of SURGE—a free, nationwide program from BSN SPORTS dedicated to empowering girls to stay in sports and lead healthy, successful lives. Founded to address a data-driven need for tailored resources, SURGE—which stands for Strength, Unity, Resilience, Growth, and Equity—has grown to over 5,000 coaches in its first year, impacting more than 370,000 female athletes across 21 sports in all 50 states.

Prior to BSN SPORTS, Susan held marketing leadership roles at Albertsons Companies, YUM! Brands – Pizza Hut U.S., and Rocky Mountain Hardware, where she launched multi-million-dollar revenue-driving platforms and innovative consumer engagement initiatives. She holds a master's degree in integrated marketing from Northwestern University's Medill School and a bachelor's degree from Willamette University, where she earned All-American honors in soccer while also competing in collegiate tennis. She has received recognition across the sports and marketing industry – BSN President Award (2022), SFIA Future Industry Award (2019), YUM! Global Leadership Accel Recipient (2017) and Pizza Hut President's Award (2014).

Susan's passion for increasing girls' sports participation extends beyond her professional work. In her free time, she is actively involved in local youth sports organizations, working to make sports more accessible. She also coaches her children's teams and is a dedicated supporter of Boise State Broncos women's soccer and basketball, rarely missing a game. Susan's dedication to empowering girls and women in sports, expertise in building programs that drive participation makes her a key voice on the "Beyond the Game: Building an Ecosystem for Girls and Women's Sports Empowerment" panel at the SFIA Team Sports Conference.