



Allison Boersma '94 MBA

**President and CEO
Riddell & BRG Sports
Highland Park, Illinois**

Allison Boersma was appointed President and CEO of Riddell and BRG Sports in January 2024. She joined the organization in 2009 as Vice President of Finance for Riddell and was promoted to CFO and COO of Riddell in 2014, later assuming the same roles for both Riddell and BRG Sports in 2016. In addition to leading the company's financial strategy, she oversaw key facilities, shared services, and the assembly and automated distribution center in Rantoul, Illinois.

Under her leadership, Riddell has achieved significant financial growth, expanded market share, and optimized operations. She played a critical role in advancing the company's acquisition strategy, particularly strengthening its leadership in reconditioning. She also led the team that launched Riddell InSite in 2013, earning an Edison Award for Innovation, and advised on the development of Riddell's head impact monitoring platform.

Prior to Riddell, Ms. Boersma spent 17 years at Kraft Foods in progressive finance leadership roles, including Senior Director of Procurement Finance, overseeing \$20 billion in spend and commodity risk management. She began her career in audit at PricewaterhouseCoopers, holds an accounting degree from the University of Illinois and an MBA from Kellogg in Marketing and Finance.