

***Julie Kimmons is a seasoned media executive with more than 20 years of experience in broadcast across collegiate and professional sports. She currently serves as Managing Director of Multimedia Strategy and Partnerships at the NCAA, where she oversees media partnerships, negotiates high-impact broadcast agreements, and drives brand engagement through innovative storytelling. Known for her strategic leadership and collaborative approach, Julie fosters inclusive decision-making and strong relationships with internal and external stakeholders. She leads the development of new strategic partnerships to expand NCAA championship exposure, strengthen the NCAA brand, and support long-term business objectives.***