



RAWLINGS SPORTING GOODS COMPANY, INC.
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Lindsey Naber Biography

Senior Director of Partnership Marketing - Rawlings Sporting Goods

A native St. Louisan and life-long baseball enthusiast, Lindsey Naber joined Rawlings 20 years ago out of the University of Missouri's well-known Journalism program. As an undergraduate specializing in advertising, Lindsey learned the ropes of the sports industry as an intern for the school's athletic department helping to execute marketing strategies for the baseball and softball teams and coordinating promotions for the football and basketball teams. After completing her studies, Lindsey accepted the position of Assistant Brand Manager at Rawlings and progressed to the Brand Manager role a short time later. In this role, she managed the various marketing activities for the Rawlings brand including advertising, digital marketing, social media, in-store merchandising, and public and community relations. In subsequent years, Lindsey was promoted to her current role as Director of Marketing assuming responsibility for all of Rawlings national marketing efforts with a heavy focus on the B2B segment. Lindsey primarily works with team dealers, national retailers and strategic partners such as MLB, Sony, Fanatics and ESPN, to ensure that the Rawlings brand is well-represented both online and on-field. During her tenure at Rawlings, some of her most memorable projects include creating a celebratory marketing campaign for Rawlings' 125th anniversary, assisting in the expansion of the Rawlings Gold Glove Award® platform to include collegiate baseball and softball, establishing Rawlings' inaugural NIL program for collegiate baseball, leading numerous key product launches and aiding in Rawlings' entry into fast pitch softball. Furthermore, Lindsey was part of a small team that led the design of the new Rawlings World HQ in St. Louis that opened in 2024 alongside "the Rawlings Experience" – an experiential destination encompassing retail, museum and interactive elements.

Recently, Lindsey was the *Sports and Fitness Industry Association's* inaugural recipient of their leadership award and included on *Team Insight* magazine's list of "top 25 women to watch in '25".

In addition to her role as a marketer, Lindsey has served as an adjunct professor teaching sports marketing in the 'Rawlings Sport Business Management Program' at Maryville University since 2013. In her spare time, Lindsey enjoys volunteering for her local animal shelter, spoiling her rescue pup, Apollo, brunching on nice patios, biking and running to allow for said brunching, and of course, catching plenty of St. Louis Cardinals baseball games!

