

Susan Riley

Vice President, Brand Marketing & Campaigns, BSN SPORTS

Co-Chair, Female Athlete Empowerment Committee, *Sports & Fitness Industry Association (SFIA)*

Susan Riley is a strategic marketing executive, former two-sport collegiate athlete, and dedicated advocate for girls and women in sports. She is Vice President of Brand Marketing & Campaigns at BSN SPORTS, the largest team sports supplier in the U.S., where she leads integrated B2B and D2C marketing to drive engagement and growth across youth, high school, club, and collegiate sports.

At BSN SPORTS, Susan spearheaded the creation of SURGE—a free, nationwide program offering tools, coaching curriculum, and leadership resources to help female athletes stay in sport, build confidence, and develop resilience. SURGE was founded to address a critical data point: by age 14, girls drop out of sports at twice the rate of boys. Designed to provide tailored support and resources for girls, SURGE—standing for *Strength, Unity, Resilience, Growth, and Empowerment*—has grown to more than 9,000 members in under two years, impacting over 600,000 female athletes across 21 sports in all 50 states.

Susan also serves as Co-Chair of the Female Athlete Empowerment Committee for the *Sports & Fitness Industry Association (SFIA)*, where she contributes to industry efforts that elevate opportunities for female athletes and leaders. Her insights have been featured on panels such as *Beyond the Game: Building an Ecosystem for Girls and Women's Sports Empowerment* at the SFIA Team Sports Conference in 2025.

Prior to BSN SPORTS, Susan held marketing leadership roles with consumer brands including Albertsons Companies and YUM! Brands – Pizza Hut U.S. She earned her master's in integrated marketing from Northwestern University's Medill School and a bachelor's degree from Willamette University, where she competed in both soccer (All-American'06) and tennis varsity teams.

Susan's leadership philosophy is shaped by her own experience as a competitive athlete and the data that reinforces it: girls who play sports are more likely to become confident, capable leaders. She carries that belief into both her professional and personal life—mentoring emerging leaders in the workplace while also coaching girls on the flag football field and soccer pitch—because she knows firsthand that sport builds the resilience, teamwork, and confidence that translate far beyond the game.