



# JEN KAVANAGH

SENIOR VICE PRESIDENT, MEDIA AND MARKETING



**Jen Kavanagh** is the Philadelphia Eagles' Senior Vice President, Media & Marketing. In her role, Kavanagh is responsible for leading the strategic and creative development of the organization's brand, original content, marketing, digital, media and experiential strategies.

Under her leadership, the Eagles have grown its programming to include multiple streaming series and podcasts as well as new, interactive strategies and experiences designed to engage the team's 9.5 million fans globally across all Eagles platforms.

Kavanagh has spent more than 15 years in media and entertainment. Prior to joining the Eagles in 2018, she founded and headed a strategic advisory firm working with Fortune 500 companies, television networks and high-growth startups.

Previously, as Principal at BRaVe Media Ventures, Kavanagh led advisory work for media and consumer brands, placing an emphasis on brand strategy, sales strategy, marketing strategy, organizational development, and OTT strategy. Additionally, she was responsible for the content acquisition and development arm of the business, driving innovation around packaging for co-production partners.

Kavanagh also spent six years at NBC Universal as Senior Vice President of Digital at the company's Oxygen network. During her tenure with Oxygen, she drove high-profile, award-winning innovation and original streaming content that resulted in the network being recognized as a multi-platform leader within the entertainment landscape.