



# JEN KAVANAGH

## SENIOR VICE PRESIDENT, MEDIA AND MARKETING



**SUPER BOWL CHAMPION: 2024 (LIX)**

**Jen Kavanagh**, now in her ninth season with the organization, joined the Philadelphia Eagles as senior vice president, media and marketing in June 2018.

As senior vice president, media and marketing, Kavanagh is responsible for leading the club's global brand development as well as audience growth and engagement across all fan-facing platforms, including social, Emmy Award-winning digital content, game day, and events in the United States, Australia, Ghana, New Zealand, and Brazil. Her oversight also includes cultivating the organization's community relations, marketing, and data analytics efforts.

Working directly under club president Don Smolenski, Kavanagh strategically identifies opportunities to connect fans overseas with the culture and values of Philadelphia Eagles football. Her involvement in expanding brand awareness has helped the team give back to international communities in unique, fulfilling ways, including supporting the installation of a water filtration system in Ghana and protection of at-risk coastlines in Australia.

In addition to international impact work, Kavanagh guides the club's domestic community initiatives. As an extension of the team's ongoing inclusion efforts, the Eagles launched the Commonwealth's first girls high school flag football league in 2022. The program, which began with a mere 16 participating schools, now features over 100 across Pennsylvania and South Jersey, driving the PIAA's decision to designate girls flag football as an officially sanctioned varsity sport.

Building on the organization's support around young female athletes, a barrier for entry into women's sports was identified, leading the Eagles to forge a partnership with Operation Warm to address the lack of access to essential sports equipment for girls. Together, the Eagles and Operation Warm launched

the FLY:FWD sports bra line, ensuring girls of all ages and backgrounds are properly outfitted for competition.

In 2023, Kavanagh helped lead the Kelly Green throwback campaign, which included the reimagination and release of the original vintage uniforms from the 1990s along with a content and marketing takeover that paid homage to the club's storied past while appealing to a new generation of fans that are passionate about nostalgia.

Kavanagh also plays a vital role in developing the organization's data analysis and consolidation process, which allows the team to create better value for fans through precise audience segmentation and communication.

Prior to joining the Philadelphia Eagles, Kavanagh founded JK Media, a media and entertainment advisory collective that focused on building innovative strategies to help businesses compete in an increasingly fragmented marketplace. Through her background in TV, tech, and youth audiences, she helped businesses navigate the growing landscape of social and streaming services and survive the shift of audiences moving to new platforms.

Kavanagh fostered a strong industry knowledge of digital entertainment and audience engagement through her work with NBC Universal, Beamly, and BRaVe Ventures. Her insight earned her recognitions on Multichannel News' '40 under 40' Most Influential Executives list, CableFAX's Digital Hot List, and CableFAX's Most Powerful Women in Cable list.

With a deep-rooted interest in the human brain, Kavanagh studied psychology at the University of Central Florida and later went on to take Executive Management courses from Harvard Business School. She most recently completed the NFL League of Leaders Program at Stanford Graduate School of Business.