



JULIAN LURIE
BUSINESS AND FOOTBALL OPERATIONS STRATEGY



NFL Experience: 2nd Year (2nd with Eagles)
College: Harvard Hometown: Philadelphia, PA

Julian Lurie is entering his second season in Business and Football Operations Strategy with the Philadelphia Eagles.

Lurie most recently served as the senior manager of business strategy for Overtime Sports from 2021 -22 where he worked in a cross-functional role supporting the content, sales, product, and business development teams. In this role, Lurie helped launch the organization’s sports betting vertical across key social media channels, working with the sales team on go-to-market strategy.

As part of his collaborative role working with Overtime’s business development team, Lurie was integral to the organization landing a multi-year deal with Topps for its Overtime Elite trading card partnership. He was originally hired as a consultant by Overtime in 2020 to evaluate new business opportunities around sports betting and 7v7 high school football.

Lurie secured his first role in the National Football League in 2017 as a member of the Junior Rotational Program, a full-time, two-year program rotating through four different league office departments: International Media & Business Development, Strategy & Data Analytics, Club Business Development, and Business Development & Media Strategy.

Among his many rotational duties, Lurie specialized in evaluating the NFL’s EMEA strategy and assisting on key renewals, conducting analysis on the impact of legalized sports betting to fan engagement, preparing assets to help NFL teams transition to digital ticketing, and managing digital consumption reports for the league’s broadcast partners.

A native of Philadelphia, PA, Lurie graduated from Harvard in 2017 with a degree in psychology.

CAREER TIMELINE		
Years	Team	Position
2022-	Philadelphia Eagles	Business and Football Operations Strategy