

## **Sarah Bishop**

With 19 years of experience as a global, results-oriented marketing leader, Sarah Bishop has built a career across consumer goods, sports, media, and technology industries. Currently serving as the Vice President of Global Brand and Consumer Marketing for the NFL, Sarah is instrumental in building affinity with the next generation of fan, shaping brand strategies that resonate with diverse audiences, including youth, women, Latino, and LGBTQ+ communities, and exploring their intersections.

Sarah's prior roles include brand leadership positions for MLS Club NYCFC, where she successfully expanded the club's fan base in New York City and beyond and responsibilities that extended to developing and enhancing the Manchester City Football Club's brand presence in the US, encompassing commercial and brand strategies, digital and omnichannel growth, and innovative fan engagement initiatives. Before her tenure in sports marketing, Sarah was the Vice President of North American Marketing for ASICS, and also spent formative years on the Integrated Marketing team at Coca-Cola.