

SUNNY MEHTA

Sunny Mehta is on the NFL's International Marketing team leading on emerging and growth markets. He is responsible for the NFL Heritage Program, the League's initiative that celebrates the diversity of its players and coaches by enabling them to wear flags of other countries on their helmets and apparels; the initiative is now featured in the Pro Football Hall of Fame. Nominated for two Emmy's, he is responsible for all marketing strategies, content and initiatives that span outside the United States and has collaborated with global stars like Bad Bunny, the cast of Ted Lasso and French soccer superstar Antoine Griezmann. Prior to joining the NFL, he worked in public affairs and crisis communications at firms in New York and DC and began his career teaching first grade through AmeriCorps, also in the nation's capital. He holds a BA from Washington University in St. Louis and a Double-Degree MBA/MAM from the Yale School of Management and HEC Paris. He lives on the Upper East Side in New York with his wife and daughter.