

Lynn LaRocca is the Senior Vice President of Marketing for Modell's Sporting Goods. Ms. LaRocca is a marketing and communications executive with in-depth experience in the entertainment, retail, sports and cause marketing fields. Before joining Modell's in 2012, she was Vice President, Marketing for Bob's Stores, where she led the marketing department through creative implementation and tactical execution of all campaigns. At TJX, Ms. LaRocca managed high-profile sports sponsorships including the T.J. Maxx Tour of Olympic Gymnastic Champions and Marshalls' cross-platform partnership with the U.S. Figure Skating Association and the ABC Unlimited Media Group