



HEIDI BROWNING

Chief Marketing Officer National Hockey League

As Chief Marketing Officer, Heidi Browning leads the National Hockey League's growth marketing strategy with a focus on digital, innovation and social media. With more than 25 years of marketing experience, including success with major brands in Silicon Valley, Browning brings a valuable mix of client, agency and media owner perspective to the NHL. Browning is known as a passionate pioneer in digital, mobile and social marketing and as an executive who advances new ideas and innovation within the industry. Inspired by the intersection of media, technology and culture, Browning studies generational trends in attention and brand engagement. Her experience marketing to Millennial and Gen Z audiences is essential for engaging young sports fans and will help guide her leadership of the NHL's new fan database/analytics initiative.

Under Browning's leadership, the NHL has experienced a 33% growth in followers on Facebook, Instagram and Twitter. She spearheaded the introduction of eight new Twitter accounts, including six international language, @StanleyCup; @NHLGIFs; NHL Europe on Instagram; and TikTok, Weibo and WeChat accounts. As a result of a focused strategy on video content, video streams have increased 111% across Facebook, Twitter, and Instagram. Since Browning's arrival at the NHL, the League's Instagram engagement has increased by 58%, while followers on that account increased 46%.

Prior to joining the NHL in 2016, Browning served as SVP, Strategic Solutions, at Pandora, overseeing the development of marketing experiences creating value for fans, bands and brands. Leveraging Pandora's passionate fan base, first party data, and personalization, Browning's team launched live music and content experiences pairing Fortune 500 clients with emerging and iconic artists.

As Senior Vice President of Client Solutions for Fox Interactive Media/MySpace, Browning evangelized the value of social media in the marketing mix and positioned brand communities as a new way to build audience, create engagement and establish a two-way dialogue between consumers and brands. She led the first in-depth consumer segmentation and ROI study for social media - *Never Ending Friending, A Journey Into Social Networking*, which quantified the impact of *The Momentum Effect*.

Browning is a sought-after featured speaker at industry conferences, including CES, SXSW, TEDx Women, Variety Entertainment Marketing Summit, Adweek and the Youth Marketing Summit, among others. Her honors include *Adweek's* Most Powerful Women in Sports, Most Powerful Women in Music by *Billboard* and *Forbes* CMO Next among others.

Browning earned a B.A. in International Relations from the University of Colorado, Boulder and resides in San Francisco and New York.

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