



ARI ROITMAN

SENIOR VICE PRESIDENT OF BUSINESS



Ari Roitman joined the Philadelphia Eagles in December 2010 as the senior vice president of business. In his role, Roitman oversees revenue generation for the Eagles across key business areas such as corporate partnerships and premium sales and directs the team’s strategies tied to the monetization of its media assets.

Prior to his time with the Eagles, Roitman spent nine years at Major League Baseball’s corporate offices in Manhattan, starting as an account executive in 2001 and advancing to serve as Vice President of Corporate Sales and Marketing for his final two years with the league. A 1998 graduate of Cornell University with a degree in psychology, Roitman worked for three years at SFX Sports Group before his tenure with Major League Baseball.

Roitman was born on December 30, 1975 in Cherry Hill, NJ and attended Akiba Hebrew Academy where he played basketball, soccer and tennis. He resides in Penn Valley, PA, with his wife, Rebecca, and their two sons, Benjamin and Ty.

BEHIND THE SCENES WITH ROITMAN



Favorite team/athlete growing up: “I grew up just outside Philly, so I was an avid fan of all the major teams in the area, but I always wore No. 21 because of Eddie Jones when he was at Temple.”

Biggest influence on your career: My family

On your iPod: “Runs the gamut from Biggie to Foo Fighters to Radiohead.”

Favorite TV shows: *Breaking Bad, Friday Night Lights, Curb Your Enthusiasm*

Favorite Book: *Raid on the Sun*

Favorite Movie: *Life is Beautiful*

Favorite Web Site: Philadelphiaeagles.com, Rottentomatoes.com

If I was not in football, I’d be: A pediatrician