

# JEN KAVANAGH

## SENIOR VICE PRESIDENT, MEDIA AND MARKETING



Jen Kavanagh was named the team's Senior Vice President of Media and Marketing shortly after the Eagles' Super Bowl LII victory during the 2018 offseason. Kavanagh is responsible for the team's content, marketing and media strategy.

An award-winning industry leader for the past 15 years, Kavanagh was most recently the founder of JK Media, an advisory firm providing insight-driven strategies for Fortune 500 companies and high-growth startups.

Previously, as Principal at BRaVe Media Ventures, Kavanagh led advisory work for major clients, placing an emphasis on brand strategy, sales strategy, marketing strategy, organizational development and OTT strategy. Additionally, she was responsible for the content acquisition and development arm of the business, driving innovation around packaging for co-production partners.

Prior to joining BRaVe, Kavanagh served as the Executive Vice President and U.S. General Manager of Beamy, a social-marketing platform for television. Beamy recruited Kavanagh from NBCU, where she was the Senior Vice President of Digital at the company's Oxygen network. During her tenure with Oxygen, Kavanagh drove high-profile innovation and original streamed content that resulted in the network being recognized as a digital leader within the entertainment landscape.