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MINNESOTA VIKINGS NAME MARTIN NANCE EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING OFFICER

Experienced marketing executive and former NFL wide receiver reunites with the Vikings after spending previous 10 years with PepsiCo/Gatorade

Eagan, Minn. (February 10, 2021) – The Minnesota Vikings have named **Martin Nance** as the team's Executive Vice President and Chief Marketing Officer. In his role, Nance will be responsible for collaboratively developing the short and long-term fan engagement strategy through marketing, content creation and organizational brand initiatives. He will manage multiple departments, including marketing, sponsorship activation, events, premium services, creative, sales analytics & engagement and Vikings Entertainment Network.

"We are thrilled to have Martin join the Vikings organization," said Vikings Chief Operating Officer **Andrew Miller**. "Martin is a transformative leader whose significant marketing experience, strong character and leadership skills will enable him to successfully drive our efforts to provide Vikings fans with a world-class fan experience."

Nance joins the organization with over 10 years of leadership experience in strategic marketing programs, advertising, branding, fan engagement and customer relations for PepsiCo/Gatorade, most recently serving as the Senior Director of Marketing and Sports Intelligence. Based in Chicago, Nance led the innovation strategy across product, packaging equipment and technology; directed operations of two brand platforms; and was responsible for multiple business teams within the organization. Prior to his move to senior director, Nance served in a number of roles for PepsiCo/Gatorade, including Director of Marketing and Head of Gatorade Athlete Activation (2018-20), Senior Marketing Manager of Gatorade Brand Strategy (2015-18), Marketing Innovation Manager of Consumer Engagement (2013-15) and Marketing Associate Manager of Gatorade Sports Marketing (2011-13).

"It is truly an honor to rejoin the Minnesota Vikings in this capacity, and I am privileged to have this opportunity," said **Nance**. "I look forward to working alongside a great team as we strive to engage our passionate fans throughout the year with unique content and best-in-class fan experiences."

A former NFL wide receiver, Nance spent time with the Buffalo Bills, Minnesota Vikings and Pittsburgh Steelers across four seasons (2006-09), seeing game action with the Vikings during his rookie season in 2006 and finishing the 2009 season as a Super Bowl XLIII Champion with the Steelers. He began his post-playing business pursuits with the League office in 2011, working on corporate development activities for both team organizations and league revenue generation and monitoring critical revenue channels to improve profit margins and cost-saving efficiencies.

"Martin has a proven track record not only as a talented marketer but also as an authentic leader," said Vikings Owner/President **Mark Wilf**. "His values, work ethic and expertise will be a great fit within the Vikings culture, and he will be an excellent addition to our leadership team."

Nance graduated with a BS in Accountancy from the Farmer School of Business at Miami University of Ohio in 2005. He earned his MBA at the University of Michigan in 2012 and a certificate in Executive Education from the Harvard Business School while playing in the NFL. Nance currently serves on the boards of Miami University's athletic department in Oxford, Ohio, and Beyond Sports Foundation in Chicago, Illinois, both supporting the development of student-athletes.

For images of Nance, click [here](#). For more information, please contact Vikings Communications Coordinator **Carly Bonk** at bonkc@vikings.nfl.net.

vikings.1rmg.com