

MEET ANGELA ALFANO



**Award-Winning Sports PR Executive. Author.
Performance Coach for Unstoppable Leaders.**

“I’ve raised trophies and fumbled balls. Cried tears and toasted beers. Now I’m passing you my playbook — so you can become unstoppable without losing your spice.”

CAREER HIGHLIGHTS:

- Sports business executive with nearly two decades of experience on some of the biggest stages in sports and entertainment
- Led high-stakes publicity campaigns across the Washington Commanders, National Football League, Major League Soccer and Tough Mudder
- Super Bowls. NFL Drafts. MLS All-Star Games. White House initiatives. World Cup press tours. Expansion team launches. No pressure, no diamonds.
- Press conferences and events with owners, commissioners, athletes, celebrities, musical artists, executives, and blue-chip brands – at the highest levels of the game.
- Spearheaded 20+ press conferences at the NFL media center for each Super Bowl (XLVIII, XLIX, and 50)
- Part of the team that established the new identity for the NFL Draft's historic move to Chicago
- Created the Alfano and O'Brien Sports Communication Award – a \$30K+ endowment championing students pursuing sports media careers

CAREER STATS:

Team Breakthrough - Founder

Glass ceilings. Personal records. Both are made to be broken.

Author of *From Stuck to Unstoppable* and founder of a leadership and career development company featuring coaching, courses, and community. The company's mission — let's be real, an obsession — is helping high achievers stop waiting for permission and start creating their own playbook so they can win big — without losing their spice.

Major League Soccer - VP Corporate Communications

League Office Veteran

Led publicity for the fastest-growing sports league in North America. Part of the communications team during transformative moments including the groundbreaking Apple media rights deal, Lionel Messi's arrival, the league's 25th season celebration and COVID-19 pandemic return to play efforts. Spearheaded publicity strategy for marquee brand partnerships including adidas, Audi, Beats by Dre, Coca-Cola, The Home Depot, Procter &

Gamble, and Target. Led domestic World Cup media strategy, publicity stunts, and national media tours. Co-led the White House All-Star initiative.

**Tough Mudder – Global Head of Communications
Mud Tested. Media Approved.**

Spearheaded broadcast announcements, tune-in campaigns, talent and athlete promotion for a CBS TV series. Oversaw the founder's book launch. Got very muddy. Worth it.

**National Football League – Sr. Manager Corporate Communications
Three-Time Super Bowl Communications Team Member**

Elevated league initiatives including Breast Cancer Awareness, Salute to Service, and the Super Bowl High School Honor Roll. Oversaw 20+ press conferences per Super Bowl week across three Super Bowls (XLVIII, XLIX, and 50). Led Super Bowl 50 NFL Kickoff concert media strategy. Helped establish the new identity for the NFL Draft's historic move to Chicago. Co-led the NFL Experience Times Square press conference with Cirque du Soleil and the Disney NFL Pro Bowl press conference.

**Washington Commanders – Manager Corporate Communications
2012 NFC East Champion**

Led national media strategy for No. 2 overall draft pick Robert Griffin III. Oversaw game-day media operations, credentialing, and press box execution. Supported major brand milestones including the launch of a state-of-the-art training facility and the franchise's 80th anniversary multi-state bus tour.

AWARDS & BOARDS:

- UGA 40 Under 40 (2021)
- Sigma Kappa National Headquarters 35 Under 35 (2021)
- University of Georgia Grady College of Journalism and Mass Communication John E. Drewry Young Alumni Award (2019)
- PR News Rising Stars 30 Under 30 (2017)
- PRSA Chicago Skyline Award – "Establishing a New Identity for the NFL Draft" (2016)
- Georgetown University S.I.M. Outstanding Alumnus Award (2013)
- Georgetown Academic Excellence Award (2012)
- UGA AdPR Executive Advisory Board (2019 – present)

WHAT YOU SHOULD KNOW ABOUT ME:

Hype Woman. Boy Mama x2. NICU Mama. Eternal Optimist. Espresso Enthusiast (the 1 p.m. cappuccino is non-negotiable). Lover of Dawgs (UGA/Hoyas), football, futbol, and Southern charm (hi y'all!). Always mid-book (usually three at once). Professional photobomber — comes with the territory after nearly two decades of gamedays.

###