National Football League: Brian Rolapp

Morgan Rutan
Bowling Green State University

Follow this and additional works at: https://scholarworks.bgsu.edu/mclp

Recommended Citation
https://scholarworks.bgsu.edu/mclp/49

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.
Brian Rolapp

Chief Media and Business Officer of National Football League (NFL)
Company Background

-NFL is comprised of 32 US-based franchises that compete each year to win the Super Bowl, also known as the world’s most famous sporting event.

-Founded in the 1920’s

-Developed the model for successful modern sports league, that includes extensive revenue sharing, competitive excellence, strong franchises across the board, and national distribution.
Education and Background on Rolapp

---

- Graduate of Brigham Young University (English)
  -- Harvard Business School (MBA)
- Promoted to Chief Operating Officer in January, 2011
- Helped negotiate the NFL’s record-setting mobile content and sponsorship deal with Verizon Wireless
- Member of Sports Business Journal’s Forty Under 40 Hall of Fame
Rolapp Beginning
---

- Began as an analyst at CIBC World Markets for their Media and Entertainment Group.

- 3 years at NBCUniversal

- Moved to the NFL Network in 2003 to become the director of Finance and strategy.
Rolapp’s Accomplishments

- Manages all NFL media businesses
  -- broadcasting, licensing, NFL network, NFL films, NFL mobile, and NFL digital media
- Promoted from vice president to COO of NFL media within a few years.
- CEO and President of the NFL Network surpassing Steve Bornstein
Difficulties for Rolapp

---

- With graduating with a degree in English, most people did not take him as serious as he wished when wanting to work for the NFL.
- He was very young when applied, and everyone else looked down on him.
- Also went to a smaller school for undergrad (Brigham Young) so had to work very hard to get into Harvard Business School
Business Model

Network and headquarters is located in Los Angeles suburb of Culver City, California

Rolapp currently lives in Darien Connecticut with his wife and four children

NFL revenue dropped from $16 billion in 2019 to $12 billion in 2020 due to the pandemic
Major milestones for Rolapp

- 2000-2003 Director, Corporate Business Development (NBC Universal)
- 2003-2005 Director, Finance and Strategy (NFL Network)
- 2005-2007 VP, Media Strategy and Digital Media (NFL Network)
- 2007-2011, SVP Media Strategy and Digital Media (NFL Network)
- 2011- Present, Chief Operating Officer, NFL MEDIA (NFL Network)