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National Football League: Brian Rolapp

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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

- 1996-1998 Analyst, Investment Banking, Media & Entertainment Group (CIBC World Markets)
- 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)