

KELLY DUNNE

Executive Vice President, CBS Sports Marketing

Kelly Dunne was named Executive Vice President, CBS Sports Marketing in April 2015 after having served as Senior Vice President, CBS Sports Marketing since 2012. She was previously Senior Vice President, Marketing and Creative Services, CBS Sports Network. Dunne has been with CBS Sports Network since its inception, joining the Network as Vice President, Creative Services in August 2002.

Dunne has over 20 years of experience in sports marketing and creative services. She was responsible for creating the CSTV brand and identity and oversaw several re-brands – to CBS College Sports Network in 2008 and CBS Sports Network in 2011, both on and off-air. She served as executive producer on multiple brand campaigns and was responsible for strategy, creative and execution of ad sales and affiliate marketing. Dunne also oversaw the network's website and all online, print and social marketing.

Dunne currently oversees all marketing for CBS Sports across multiple platforms, including branding and on-air promotions. She will continue to oversee CBS Sports Network's on-air graphic look, interactive design and development and creative services, including the Network's internal team of designers, producers, writers, web developers and creative talent.

Prior to joining CBS Sports Network, Dunne served as Managing Director/Executive Producer at the Diecks Group, a broadcast design and marketing company. There, she executive produced multiple campaigns and was the main liaison on all accounts, including Disney, Lifetime, Fox Networks, NFL and The Martin Agency. She was also responsible for day-to-day management of the company.

Prior to the Diecks Group, Dunne worked in various capacities at ESPN marketing for ten years. She worked across the affiliate marketing, ad sales marketing, special events marketing, creative services and on-air promos departments, and assisted in marketing campaigns and strategy for the launches of ESPN2, ESPNNews and ESPN.com. In addition, she worked regularly with ESPN's external creative and media agencies and was responsible for on-air promos, sales and support videos, and marketing materials.

Dunne graduated from LeMoyne College (B.S. in business administration) and has two children, Jake and Lucy.