

Jene Elzie
Vice President, International Marketing
National Basketball Association

Jene Elzie has over two decades of experience as a sports and entertainment executive, the bulk of which has been spent in the international space. As Vice President of International Marketing for NBA, Jene she oversees the league's marketing endeavors outside of the US, leading teams in eight regional offices to develop and implement strategies to acquire and engage NBA fans around the world. She joined the NBA in March 2013 as Vice President of Marketing & Communications for Europe, Middle East & Africa, where she led the marketing communications efforts across the region.

Prior to joining NBA, Jene served in a variety of senior roles across the international distribution business including: Vice President of Commercial Development for the NBC Universal International Television Distribution group where she designed and led a marketing solutions team focused on the company's entertainment and sports portfolios; Vice President of International Sales & Strategic Planning for Comcast, where she was responsible for the program distribution business, managing teams in Europe, Asia and Latin America, as well as spearheading new business efforts for Golf Channel internationally.

It was during her stint at US-based network, Tennis Channel, where Jene developed her expertise in media, serving as Vice President of Programming, Scheduling & Acquisitions for The Tennis Channel. In addition to overseeing the programming, network presentation and scheduling of the channel, she brokered numerous tournament broadcast agreements, securing long-term telecast rights to some of the premier competitions in tennis, including The French Open, Australian Open, ATP Masters Series and WTA International Series.

Jene started her career as an acquisitions manager at Fox Sports, negotiating broadcast deals for sports including college, Olympic and extreme sports, boxing and tennis.

Jene holds a bachelor's degree with honors in economics and master's degree in sociology, both from Stanford University, where she was also an All-American gymnast, three-time team captain and selected as the top overall athlete of her class.

When she is not spending time on airplanes, Jene enjoys hobbies including dance, yoga and exploring her new hometown of New York City.