



2025 Page Annual Conference



Charlotte Jones
Chief Brand Officer and
Co-Owner,
Dallas Cowboys

Charlotte Jones is the Chief Brand Officer and Co-Owner of the Dallas Cowboys Football Club and oversees all business operations and strategies surrounding the team's brand, including fan engagement, venue design, entertainment, cause marketing and community relations and the Cheerleaders. Recognized as one of the most prominent and impactful women in sports, Charlotte is Chairman of the NFL Foundation,

and serves on the NFL Conduct Committee, Health and Safety Committee and the Legalized Sports Betting Committee. She introduced a groundbreaking approach to fundraising for the Salvation Army's Red Kettle Campaign raised over three billion dollars. She is Chairman of the National Medal of Honor Museum Foundation. She is a graduate of Stanford University.