



## 2026 Page Spring Seminar



**Tim Ellis,  
Chief Marketing Officer,  
NFL**

During his career, Tim has garnered a reputation for delivering bold marketing that's heavily influenced the advertising industry and greater culture. With groundbreaking work that's spanned continents, agencies and some of the world's most iconic brands, he's established himself as a visionary with a finger on the pulse of pop culture, burgeoning trends and consumer behavior.

As CMO of the NFL, Tim has cultivated the league into one that's more human, compassionate and culturally connected—fueling a tangible resurgence of the brand. Under his leadership, NFL brand perception and game viewership are at all-time highs, and the league boasts its most global and diverse fanbase ever, with growth driven by youth, women and girls and the Latino community. Before the NFL, Tim served as CMO at Activision Blizzard; held global marketing leadership roles at Volvo and Volkswagen where he created the iconic commercial “The Force,” hailed by TIME as “the ad that changed the Super Bowl forever;” and worked at several of the world's most respected advertising agencies. Outside of work, Tim drives positive change in local communities and around the globe as a board member for Big Brothers Big Sisters of America and Ad Council.