



BALTIMORE  
RAVENS

## KEVIN BYRNE

SENIOR VICE PRESIDENT - PUBLIC & COMMUNITY RELATIONS

COLLEGE: MARQUETTE

BORN: 8/20/49, CLEVELAND, OH

EXP. (NFL/RAVENS): 35/18

**K**evin Byrne, an integral part of the franchise for 33 years, oversees the Ravens' public and community relations departments. During his NFL career, he has started team marketing, TV and website departments. Byrne has provided media relations assistance at 25 Super Bowls and two Pro Bowls at the NFL's request. His duties have also included contract negotiations, directing the team's marketing department and serving on committees to interview and select Ravens head coaches.

**1996-2013: (with Baltimore) 2013:** On Feb. 3, the Ravens defeated San Francisco, 34-31, in Super Bowl XLVII, capturing the franchise's second-ever Lombardi Trophy. **2012 & 2010:** The Ravens' PR staff was honored with the annual Pete Rozelle Award by the Professional Football Writers of America in both 2012 and 2010...The national award is given to the NFL PR team that consistently strives for excellence in its service for and relationships with the media. **2008:** Joined a committee of eight to interview and help select head coach John Harbaugh. **2007:** Invited by *The Baltimore Sun* to be the keynote speaker at the annual *Sun* HS Athletes of the Year banquet. **2006:** Was invited by the NFL for the second time (2004) to speak to NFL coaches about media relations. **2005:** Gave a second presentation (2003) to front office managers at the NFL's seminar at Stanford. **2004:** Was promoted to senior vice president of public & community relations. **2001:** Along with Francine Lubera, co-wrote "Super Journey: Diary of the Ravens World Championship Season" following the Super Bowl XXXV victory on Jan. 28, 2001. **1998:** Served on a committee to select Brian Billick as head coach.

**1981-95: (with Cleveland)** The Browns were the first NFL team to produce their own preseason games and weekly TV shows (1984). **1979-81: (with Trans World Airlines)** Was director of public affairs. **1977-78: (with St. Louis Cardinals)** Joined the NFL as the then-youngest PR director in the league. **1974-77: (with Marquette)** Was the sports information director for his alma mater...Worked with the legendary Al McGuire and the Warriors' 1977 NCAA basketball National Championship team. **1971-74: (with U. of Missouri-St. Louis)** His first job was as the SID for the Rivermen.

**COLLEGE/PERSONAL:** Earned his degree (journalism) from Marquette (1971), where he was selected to Alpha Sigma Nu, the National Jesuit Honor Society, and was a four-year member of Marquette's wrestling team...In April of 2012, Byrne accepted the Lifetime Achievement Award from Marquette's Department of Intercollegiate Athletics at the university's annual alumni awards ceremony...The honor acknowledged Byrne's excellence, faith, leadership and service throughout his distinguished career...Attended St. Edward (Lakewood, OH) HS, where he is a board member and former chairman of the school's Board of Trustees...Won the St. Edward Alumnus of the Year Award (2000)...Byrne is on the board and is former chair of Goodwill Industries of the Chesapeake and has hosted the annual Gridiron Halloween party for 14 years...Kevin and his wife, Sally, have four children: daughter, Shannon (Kenyon College, master's from Loyola College and doctorate from Fairleigh Dickinson), and sons, Sean (Boston College and master's from USC), Tim (Maryland Institute College of Art) and Conor (Boston College)...Tim and his wife, Jen, have a son (Wyatt, 3).



Kevin Byrne (middle) and his staff (from left to right) – Tom Valente, Karen McGee, Chad Steele, Patrick Gleason and Marisol Renner – were honored with the 2012 and 2010 Pete Rozelle Awards, presented annually to the NFL PR team that strives for excellence in its service for and relationships with the media. John McClain (third from left), a member of the Professional Football Writers of America, presented the national honor for 2010 on 10/16/11.