



## KEVIN BYRNE

SR. V.P. OF PUBLIC & COMMUNITY RELATIONS

COLLEGE: MARQUETTE

BORN: 8/20/49, CLEVELAND, OH

EXP (NFL/RAVENS): 33/16



**K**evin Byrne, an integral part of the franchise for 31 years, oversees the Ravens' public and community relations departments, the content for BaltimoreRavens.com and many of the team's print publications. Byrne has provided media relations assistance at 25 Super Bowls and two Pro Bowls at the NFL's request. His duties have included contract negotiations, directing the team's marketing department and serving on committees to interview and select Ravens head coaches.

**1996-2011: (with Baltimore) 2010:** The Ravens' PR staff was honored with the annual Rozelle Award by the *Pro Football Writers of America*...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. **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 SID 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 an SID for the Rivermen.

**COLLEGE/PERSONAL:** Earned 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...Attended St. Edwards (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 12 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, 1).



## MARK BURDETT

V.P. OF CORPORATE SALES & DEVELOPMENT

COLLEGE: MARYLAND

BORN: 6/13/58, ENGLEWOOD, NJ

EXP (NFL/RAVENS): 13/12



**M**ark Burdett joined the Ravens prior to their Super Bowl title in 2000. He leads the corporate sales department and is the point for the development of all non-football related events at M&T Bank Stadium.

**2000-11: (with Baltimore) 2011:** Negotiated a successful extension of the Comcast SportsNet programing and sponsorship deal for 2011 and beyond...Renewed the Maryland Lottery Cash Fantasy game for the third consecutive year as one of only two NFL franchises to renew lottery deals. **2008:** Promoted to vice president of corporate sales and development. **2000-07:** Managed marketing and sponsorship development team and was responsible for all team revenue generated from rights holders, NFL properties, sponsorship, suites and promotions...Participated in the M&T Bank Stadium naming rights partnership.

**1999: (with Washington)** Was a senior vice president for the Redskins...Created the Redskins Broadcast Network and launched the first-ever team-controlled weekly half-hour program, "Redskins All Access."

**1996-98:** At Washington's WJLA-TV ABC, News

Channel 8, Burdett was a V.P. station manager, directly responsible for sales, marketing, operations, business publicity, programming promotion and public affairs...Oversaw the Redskins' rights deal, working directly with team owner John Cooke, Jr. **1995-96:** Was V.P. of station relations for the ABC Television Network, overseeing the management and maintenance of the ABC affiliate stations agreements. **1981-95:** Burdett spent 15 years as sales manager for a number of different stations in Washington, D.C. and Houston, TX.

**COLLEGE/PERSONAL:** Mark, who graduated from Maryland (1981) with a degree in economics, made three NCAA lacrosse Final Four appearances as a defenseman for the Terps...Grew up with Ravens owner Steve Bisciotti and his brother, Michael, since kindergarten, and attended Severn Prep School (Severna Park, MD)...Burdett is a member of the University of Maryland Smith Business School Board of Visitors...Was honored with the Distinguished Alumni Award in the School of Undergraduate Studies at Maryland during the spring of 2011...Mark has a daughter, Katie (23) and a son, Brian (21).

