**Nicole Federico**

Senior Vice President, Marketing & Content – Boston Celtics

In her eighteenth year with the 17-Time NBA Champion Boston Celtics, Nicole Federico recently took on the role of Senior Vice President of Marketing and Content. Before transitioning to her new role, Nicole spent more than sixteen years in the Corporate Partnerships department, overseeing partnership activation, business development and youth basketball programming. In her new role, Nicole works with a team responsible for brand marketing and creative, social media, digital content and live production and entertainment.

Nicole’s proudest professional accomplishments include being an executive champion of the Celtics’ first-ever employee resource group, BASKET, whose mission is to create and maintain an accepting, inclusive, and equitable environment for LGBTQ+ employees, fans, and allies, and serving as co-lead of the Economic Opportunity and Empowerment pillar of Boston Celtics United for Social Justice, an initiative committed to addressing racial injustice and social inequities in the Greater Boston area.

Nicole was recently selected to Sports Business Journal’s Game Changers Class of 2021, which honors women who are leaders, trailblazers and innovators in the sports industry.