



## ABOUT

Raven Jemison streamlines business operations for multi-million dollar sports and entertainment organizations. She is a trusted team leader, a results-oriented decision-maker and a deliberate unifier.

Raven is deeply committed to not only the unification of internal teams, but also brand integration at the community level. In her role as EVP of business operations for the NBA Milwaukee Bucks, she enjoys the responsibility of maximizing cross-departmental revenues while authentically integrating the Bucks, Fiserv Forum, Deer District and G-League Wisconsin Herd into the Milwaukee community.

She is an advocate for human rights, a champion for diversity, equity and inclusion in the workplace, a believer in sports as a vehicle for change, and the proud owner of an irrationally large sneaker collection.

## INTERVIEW TOPICS

### Operating a Business in Professional Sports

Data-Driven Decision-Making | Adopting Process for Team Unity | Power of Goal-Setting | Partnering in Collective Thinking | Selling Emotion

### Intentional Career Design

Cultivating Trust, Respect & Reputation | Being Deliberate in Role Selection | Maintaining an Entrepreneurial Mindset | Investing in Career Development

### Diversity, Equity & Inclusion in Sports & Entertainment

Advocating for Internal Diversity | Recognizing Influential Leaders | Educating & Embracing Communities | Infusing DEI in business culture

## EXPERIENCE

NBA Milwaukee Bucks & Fiserv Forum  
EVP, Business Operations  
2021 - Present

National Basketball Association  
VP, Team Marketing & Business Ops  
2015 - 2021

NFL San Francisco 49ers / Levi's Stadium  
Director, Member Services  
2013 - 2015

MLB Pittsburgh Pirates  
Director, Group Sales & Service  
2009 - 2013

NHL Florida Panthers  
Client & Premium Services Manager  
2006 - 2009

## SOCIAL

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## CONTACT

For booking opportunities,  
contact: [press@wins.media](mailto:press@wins.media)

## INTERVIEW QUESTIONS

How is data being used to drive business inter-departmental decision-making in sports and entertainment?

What is your unique approach to unifying cross-functional teams?

Describe your career growth mindset. How did you establish and maintain your role and reputation in the sports and entertainment business?

What qualities do you look for in team members and new hires?

How can sports teams and venues embrace their responsibility as agents for change?

As a member of the LGBTQ community and a prominent executive in sports and entertainment, how would you advise current and future leaders on infusing Diversity, Equity and Inclusion into business culture?