

ROSA M. GATTI

Retired ESPN Sr. Vice President, Communications
Counsel & Corporate Outreach; Consultant

Rosa Gatti has been a pioneer at ESPN, in the cable industry, and as a woman in sports. She retired in March after 33 years at ESPN, and prior to that, as the first female Sports Information Director at a major university. She currently serves as a consultant and on nonprofit boards. She has been honored by numerous cable, sports, women's and communications organizations.



Shortly after her graduation from Villanova University (B.A. degree, Liberal Arts, 1972), she was employed by her alma mater where she advanced quickly. Starting as a secretary in the Sports Information Office in 1973, Gatti became the first female Sports Information Director (S.I.D.) at a major NCAA university in December 1974.

Brown University then hired her as the first Ivy League female S.I.D. While there from 1976 - 1980, she served as media coordinator for several NCAA championships; chaired national sports information committees; was President of ECAC-SIDA (Eastern College Athletic Conference SIDs); and first vice-president of CoSIDA.

Gatti joined ESPN in July 1980 in its first year of operation as Director, Communications. A year later she became Vice President, and in July 1988 she was promoted to Senior Vice President, Communications.

In ESPN's early years, Gatti served on the Policy Committee to develop company guidelines. In 1992, she founded ESPN's Diversity Committee to accelerate awareness and cultivation of diversity in all workplace aspects. In the '80s, she served on the United States Olympic Committee's public relations advisory committee. From 1996 to 1998, she oversaw the reorganization of the Human Resources Department.

In 1996, she added responsibilities as the ESPN corporate information liaison to The Walt Disney Company, parent company of ESPN, contributing to public and investor relations communications. In recent years, as SVP, Communications Counsel and Corporate Outreach, she served as an advisor to communications and grew ESPN's global corporate outreach strategies in corporate giving, volunteerism and cause-marketing, including multi-faceted projects for The V Foundation for Cancer Research, which was founded by ESPN; Special Olympics, the Bristol Boys and Girls Club, Military/Veterans, and disaster relief, to name a few.

Gatti has received numerous awards. She was honored as a pioneer in sports business in April by *Sports Business Journal*. The University of New Haven (UNH) gave her an honorary doctorate degree in Business Administration in May. She serves on the boards of The V Foundation for Cancer Research, the Kay Yow Cancer Fund, the Association of Cable Communicators; the Board of Governors of UNH and the Henry Lee Institute; the advisory council of the Franciscan Life Center; and was previously a trustee for Villanova University. She mentors many women and men.