

INTERVIEW CANDIDATES -

NFL DRAFT, GREEN BAY AND WISCONSIN SPORTS

Below is a list of interview candidates able to speak to the NFL Draft, Green Bay and other Wisconsin sports stories. Interested in interviewing someone not listed? Please reach out to TURNER PR at wisconsin@turnerpr.com with any additional requests.

DISCOVER GREEN BAY

Contact Ashley Cary of Cary PR (ashley@carypr.com) regarding interview opportunities.

Brad Toll

President/CEO

Brad Toll has been the president/CEO of Discover Green Bay since 2006. The longtime tourism executive got his start at the University of Wisconsin-La Crosse and was one of the driving forces in bringing the Draft to Green Bay in 2025.

Nick Meisner

VP Marketing & Communications

Nick Meisner has served as the vice president of marketing & communications for Discover Green Bay for nearly four years. Raised in nearby De Pere, Wisconsin, Meisner is an excellent local resource on all things Green Bay and the 2025 Draft.

TRAVEL WISCONSIN

Contact Logan Wroge (LWroge@TravelWisconsin.com) regarding interview opportunities.

Anne Sayers

Wisconsin Tourism Secretary

Secretary Anne Sayers has led the Wisconsin Department of Tourism, known to visitors as Travel Wisconsin, since December 2020. The 2025 NFL Draft is the latest in a string of recent high-profile events being hosted in Wisconsin like the Ryder Cup in 2021, the U.S. Senior Open in 2023 and Bravo's Top Chef and the RNC in 2024. Secretary Sayers is available to speak about how major opportunities like the NFL Draft boost awareness and perceptions about Wisconsin as a vacation destination and provide ideas for Draft attendees to make the most of their trip to Wisconsin.

GREEN BAY PACKERS

Contact Green Bay Packers' Director of Public Affairs Aaron Popkey (PopkeyA@Packers.com) and Public Affairs Manager Katie Hermesen (HermesenK@Packers.com) regarding interview opportunities.

Aaron Popkey

Director of Public Affairs

In his third decade with the Packers, Aaron Popkey manages relationships with key stakeholders in the Green Bay community and larger Wisconsin community. He also oversees external communications and media relations for all non-football departments. Over the course of his career, Popkey's been involved in three Super Bowl appearances, the development of Titletown, the Packers' 100th anniversary and more.

Katie Hermesen

Public Affairs Manager

Katie Hermesen has been with the Packers for over 10 years, beginning her career as a corporate communications/public affairs intern in 2014 after graduating from the University of Wisconsin-Madison. She has served as public affairs manager since 2022, working under Aaron Popkey to maintain relationships with key community stakeholders and oversee external communications for non-football departments.

Gabrielle Dow

VP of Marketing and Fan Engagement

Gabrielle Dow joined the Packers organization as vice president of marketing and fan engagement in 2014, bringing 30 years of experience in professional sports, entertainment and venues, including eight years with the Baltimore Ravens as vice president of marketing. In her role, Dow oversees the team's retail operations, digital and broadcast opportunities, marketing, brand engagement, business research and analytics and game presentation.

GREEN BAY PACKERS, CONT'D

Contact Green Bay Packers' Director of Public Affairs Aaron Popkey (PopkeyA@Packers.com) and Public Affairs Manager Katie Hermsen (HermsenK@Packers.com) regarding interview opportunities.

Jennifer Ark

Director of Stadium Services

Jennifer Ark is the director of stadium services, overseeing the Packers Hall of Fame, stadium tours, guest services and shareholder services. Prior to her current duties, she previously oversaw the Packers' premium seating program, as well as Lambeau Field events, restaurant and catering operations and was heavily involved with the planning for the Lambeau Field expansion. She has been with the organization for over 25 years.

Chrysta Jorgensen

Director of Retail Operations

Chrysta Jorgensen has served as director of retail operations for the Packers since 2022, following a six-year stint with the Milwaukee Bucks. Jorgensen oversees the staff, inventory and sales strategies across all retail locations within the Packers organization.

Jackie Krutz

Director of Titledown Development

Jackie Krutz has served as director of Titledown development since 2023, overseeing Titledown's operations including programs, residential and further development. For nearly eight years, she has led Titledown's diverse programming, collaborated closely with the development's many partners and contributed to the area's residential growth.

Spencer Larson

Stadium Services Manager

Spencer Larson was promoted to stadium services manager in 2024 after a three-year stint as manager of Packers Hall of Fame and stadium tours. In his current position, Larson works with a team of 70 tour guides and 25 additional staff to ensure that operations within Lambeau Field stadium tours and Hall of Fame tours run smoothly.

Haylee Becker

Fan Engagement Manager

Haylee Becker has worked with the Packers for over 14 years, working her way up the ranks from a pro shop associate to fan engagement manager, a role she's served in since 2021. She is responsible for developing and executing strategies to actively engage Packers' fans through various channels, from in-stadium experiences to digital outreach and more.

ROAD AMERICA

Contact John Ewert (jewert@roadamerica.com) regarding interview opportunities.

John Ewert

Communications Director

With over 25 years of experience in marketing and communications, John Ewert serves as the communications director at Road America, a premier motorsports facility located in Elkhart Lake, Wisconsin. In this role, John oversees a wide array of strategic initiatives aimed at promoting and communicating the diverse activities and opportunities that Road America offers. The facility boasts a legendary 4-mile, 14-turn road course and hosts over 500 events annually, including major races such as MotoAmerica, INDYCAR, NASCAR, IMSA, SCCA and various vintage racing events. Road America is celebrating its 70th anniversary in 2025.

WISCONSIN STATE GOLF ASSOCIATION

Contact Rob Jansen (rob@wsga.org) regarding interview opportunities.

Rob Jansen

Executive Director

Rob Jansen has been executive director of the Wisconsin State Golf Association since 2010. Rob has led several efforts to promote Wisconsin's great public golf courses, with Wisconsin recently being named the No. 1 state in the U.S. for public golf by Golf Digest, boasting 10 of the top 100 courses. He manages a full-time staff of eight and oversees an organization inclusive of 360 member golf courses and over 55,000 individual members.

EOS SURF SHOP

Contact Andrew Jakus (andrewj@eossurf.com) regarding interview opportunities.

Andrew Jakus

Owner/Operator

Andrew Jakus opened EOS Surf Shop, formerly known as Revboardshop, in Sheboygan in 1998. Jakus grew up in Sheboygan and has lived most of his life in the city, which has come to be known as the "Malibu of the Midwest," attracting surfers from around the world for its winter waves along Lake Michigan's shoreline. The shop was the first surf and paddleboard retailer of its kind in Wisconsin. Today, EOS offers the largest variety of both surfboards, stand up paddleboards and skateboards on the Great Lakes.