

Carolanne McAuliffe
Vice President of Marketing Integration
NBA

As Vice President of Marketing Integration for the NBA, Carolanne McAuliffe leads the team responsible for implementing marketing strategies across the organization. Her team serves as the marketing representative for all areas of the business responsible for sharing and executing strategies pulled together from the Strategy & Planning, Brand & Identity, Advertising & Media, Research & Analytics and Customer Data Strategy groups.

Prior to her work in the Marketing Department, McAuliffe worked in the Business Development team of the league's Marketing Partnerships group, as Senior Director, managing WNBA marketing partnerships. McAuliffe's NBA career began in 2001, overseeing all WNBA program activation.

Prior to working for the NBA, McAuliffe worked in collegiate sports for Host Communications in a variety of capacities, most recently as the Vice President of Client Development, where she acted as the principal liaison between the NCAA and its corporate partners, managing partnership activations and planning and executing events.

She began her professional career in 1989 at the Metro Atlantic Athletic Conference (MAAC), serving in several roles before being named Director of Marketing.

McAuliffe is on the board of the Mark H. McCormack Department of Sport Management, at her alma mater, University of Massachusetts, Amherst.

A native of Hyannis, Mass., Carolanne received her bachelor's in Sport Management from the University of Massachusetts, Amherst and currently lives in Fort Lee, NJ.