

TRACI OTEY BLUNT

A nationally recognized and award-winning communications and public affairs strategist, Traci has led award-winning media relations and public affairs campaigns for corporate, political, sports/entertainment and nonprofit organizations for over 20 years.

Traci most recently worked as SVP, Corporate Communications at the National Football League (NFL). Traci led communications strategies across priority areas including rapid response, marketing, events, player health & safety, business operations, NFL media, social justice, diversity and inclusion, and community relations. During the 2020 season, Traci spearheaded the communications and partnership efforts on key initiatives including the NFL's social justice initiative, Inspire Change and civic engagement campaign, NFL Votes.

Prior to joining the NFL, Traci served in a dual role as EVP, Corporate Affairs at RLJ Entertainment and President of Urban Movie Channel (UMC), the first subscription streaming channel showcasing Black film and television, founded by Black Entertainment Television (BET) founder Robert L. Johnson. From 2008 to 2014, Traci served as EVP, Corporate Communications & Public Affairs at The RLJ Companies – the parent company of RLJ Entertainment and Urban Movie Channel. At RLJ, Traci led communications and public affairs across the 16 diversified companies within the RLJ portfolio, as well as leading executive communications for the founder and chairman.

Traci previously served as a media specialist on Capitol Hill, with the District of Columbia government, and held key communications roles on several mayoral, state legislative, gubernatorial, and presidential campaigns. Traci was the national director of African American media and a deputy communications director to former Secretary of State Hillary Clinton during the 2008 presidential campaign. In 2000, Traci was communications director for the Tennessee-coordinated campaign during the Gore-Lieberman 2000 presidential campaign. Traci's experience includes her work at two global public relations agencies (Ogilvy Public Relations and Porter Novelli), and as the communications manager at the National Association of Attorneys General.

Honored with multiple national awards for her communications and public relations prowess, Traci was named one of the Top 25 Most Influential Black Women in Business from The Network Journal. She was honored with the Circle Award from ColorComm and Champions of PR from PR Week. Traci has also been featured in national media articles, such as Mocha Market magazine's "Women in Charge, On Fire and Changing the World: National Advisor to Presidential Contender and Business Tycoon."

Traci serves on the board of directors of the Susan G. Komen Foundation and is a Emeritus Board Member at ColorComm. She is a member of the Public Relations Society of America (PRSA) and the National Press Club. Traci is a proud graduate of Tennessee State University, where she was a member of the Aristocrat of Bands and pledged Delta Sigma Theta Sorority, Inc. (AX Chapter).