
FOR IMMEDIATE RELEASE

May 23, 2018

Contact: **Jeff Darman**, 610-925-1976, jdarman@rrm.com

**GREG VIA, GILLETTE GLOBAL DIRECTOR of SPORTS
MARKETING, TO BE KEYNOTE SPEAKER AT ROAD RACE
MANAGEMENT RACE DIRECTORS' MEETING**

St. Petersburg, FL will again play host to the [Road Race Management Race Directors' Meeting](#) November 8 – 10. **Greg Via**, Global Director of Sports Marketing for Gillette, will give the keynote at the MarathonGuide.com dinner. His topic is "What Can Running Learn from Other Sports?" Via has a long history in running. Early in his career he was head cross-country coach at LSU and later Assistant Track and Field coach at the University of Tennessee. Greg has been the Global Head of Sports, eSports and Entertainment Marketing for The Gillette Company since 2007. He is responsible for Gillette's involvement in the global sports market place. Currently he manages the global partnership with FC Barcelona and Gillette's football players.

Greg also works with Gillette North American leadership to leverage Gillette's involvement with the NFL, Gillette Stadium and MLB. He is also a member of the P&G Olympic core team that works to activate P&G and its family of brands on a Global Olympic platform.

Formerly, Greg was Vice President, Alliance and Licensing at New Era Cap. Prior, he was the Vice President, Worldwide Corporate Sponsorship, Motorola and the Director of Worldwide Sports Marketing, Gatorade.

The full program and schedule for the meeting will be available in July at www.rrm.com. Thousands of race officials, corporate sponsors, marketing executives, sports organization representatives (RRCA, USATF, RUSA, PRRO) and others interested in organized running events have attended this annual fall gathering since its inception in 1983.

The Road Race Management meeting is sponsored by Ashworth Awards; Gatorade Endurance; Hightech Signs; Leslie Jordan, Inc.; MarathonFoto; MarathonGuide.com; Marathon Printing; MYLAPS; National Construction Rentals; Publix Gasparilla Distance Classic and Runsignup.

Road Race Management is a member-based organization that, in addition to conducting its annual Race Directors' Meeting, publishes a trade newsletter and several other publications in print and on the web for event directors.

Road Race Management Race Directors' Meeting
610-925-1976
jdarman@rrm.com
www.rrm.com