



Kevin Demoff
Chief Operating Officer &
Executive Vice President of
Football Operations

Kevin Demoff is in his eighth year as Chief Operating Officer & Executive Vice President of Football Operations with the Rams. In this capacity, Demoff serves as the team's top front office executive and liaison to owner and chairman, Stan Kroenke, on all organizational matters.

After serving on the working group that helped Kroenke return the Rams – Los Angeles' original professional sports team – home to L.A., Demoff is now playing a significant role in delivering on Kroenke's vision to design and construct the 298-acre sports and entertainment district in Inglewood that will serve as the future home of the Rams. The NFL-themed campus will include a 70,000 seat stadium, performance venue, retail district and office complex and is currently the largest entitled real-estate project in Southern California.

Demoff will also continue to lead the club on all business operations, including marketing and sales, finance, administration, communications, ticketing and community affairs. Additionally, Demoff works closely with General Manager Les Snead and Head Coach Jeff Fisher to develop the club's strategic plan for player signings and acquisitions.

As the Rams return to Los Angeles in 2016 – the team's 50th season in Los Angeles after calling the region home from 1946-1994 – the Rams are committed to being a key contributor to the betterment of the Los Angeles community.

Immediately on the heels of the National Football League's historic return to Los Angeles, Demoff and the Rams helped lead a regional effort to bring Super Bowl LV to the new Rams stadium in Inglewood in 2021. In addition to being the most-watched sporting event in the world, Super Bowl LV will attract tens of thousands of people to the Los Angeles region and generate hundreds of millions of dollars for local hotels, restaurants, shops and other businesses.

Demoff and the Rams have also joined forces with the LA24 Olympic Bid Committee, chaired by Casey Wasserman, to help deliver the 2024 Olympic and Paralympic Games to Los Angeles.

Reinforcing the Rams' commitment to the Los Angeles community, Demoff serves on the boards of the United Way of Greater Los Angeles, Los Angeles Sports and Entertainment Commission and Los Angeles Sports Council. Demoff is also part of the American Cancer Society's CEOs Against Cancer, which is a partnership of the world's leading CEOs and the American Cancer Society dedicated to eliminating unnecessary deaths and suffering from cancer.

Since joining the Rams in 2009, Demoff has been responsible for re-organizing the club's business efforts with a focus on delivering a better overall experience for Rams' fans and increasing the club's presence in the community.

As part of his vision, Demoff spearheaded the organization's efforts to become one of the strongest philanthropic partners in professional sports. That focus has led the team to receive numerous awards for their charitable efforts including being named the "2010 St. Louis Philanthropic Organization of the Year." His tireless dedication to community engagement will continue to set the tone for the organization as they look to become part of the fabric of the greater Los Angeles region.

One of the hallmarks of the Rams' community outreach efforts is the team's Staff Day of Service program. Introduced by Demoff in 2009, each month the team's front office staff takes time out of the office to volunteer with local non-profits. Since the project's inception, the Rams' staff has provided more than 12,000 hours of community service.

The cornerstone volunteer effort of the Staff Day of Service program is the team's annual community improvement project that includes staff, players and cheerleaders uniting to assist a local non-profit, school or community in need. In 2016 – the team's 8th annual community improvement project and first in Los Angeles – the Rams funded and built a new playground for Woodworth Elementary School in Inglewood. The previous community improvement projects provided the St. Louis region with six new playgrounds and a refurbished football field for the Boys & Girls Club of Greater St. Louis.

While in St. Louis, Demoff and his family established the "Demoff's Dreamers" ticket program and purchased tickets for patient families at The Children's Hospital to attend every Rams' home game. That effort will continue in Los Angeles. Demoff and his wife, Jennifer, were very active in the St. Louis community and led efforts for The Magic House, St. Louis' Children's Museum and COCA (Center of Creative Arts). Demoff also held leadership positions with the United Way of Greater St. Louis, Regional Business Council, St. Louis Sports Commission and Salvation Army.

Under Demoff's watch, the Rams have made significant strides to reach more fans through radio and television. Demoff oversaw the creation of the award-winning Rams Broadcasting Network, which has grown to include two weekly

Rams television programs, numerous weekly features on www.therams.com in addition to annually broadcasting the team's preseason games.

This past year, Demoff was recognized by the *Sports Business Journal* as one of its "Forty under 40" class members of 2016. In 2010, the *St. Louis Business Journal* named Demoff as one of its "40 under 40" award winners, which recognizes individuals for their career achievements and community work. In 2010, he was also named one of the "NFL's 10 Future Power Brokers" by *Sports Illustrated*. Demoff was also recognized by the *St. Louis Business Journal* as one of "St. Louis' Most Influential" in February 2010, 2011 and 2012. In 2014, the St. Louis County NAACP named him as one of the regions' "Most Inspiring St. Louisans" for leading the Rams' commitment to community outreach, diversity and inclusion.

Prior to joining the Rams, Demoff spent the previous four seasons (2005-08) with the Tampa Bay Buccaneers, where he served as a consultant before being named Senior Assistant in 2006. In this capacity, Demoff assisted General Manager Bruce Allen in contract negotiations, salary cap management, strategic planning and both college and pro scouting. During his tenure with the Buccaneers, the team captured NFC South titles in 2005 and 2007 while posting a winning record in three of his four seasons.

From 2001-04, Demoff served as Director of Football Operations for the Los Angeles Avengers of the Arena Football League. Demoff helped direct the team to its first-ever playoff berth and in his final three seasons with the club, the Avengers posted a record of 28-18, third-best in the Arena Football League, qualifying for the playoffs in each of those seasons.

Born and raised in Los Angeles, Calif., Demoff received a bachelors' degree in history from Dartmouth College in 1999 and a Masters in Business Administration from the Tuck School of Business at Dartmouth in 2006.

Kevin and Jennifer have two children – a daughter, Claire and son, Owen.