

GREG HUGHES

Senior Vice President, Communications, NBC Sports Group

Greg Hughes was named Senior Vice President, Communications, NBC Sports Group in October 2011. He reports to Mark Lazarus, Chairman, NBC Sports Group.

Hughes has strategic oversight of the communications and media relations strategy for the entire NBC Sports Group's portfolio of broadcast, cable, regional and digital sports assets, including Olympics, NBC Sports, Golf Channel, NBC Sports Network, 11 Comcast SportsNets (regional sports networks) and their respective digital assets. The 2012 London Games marks Hughes' fifth Olympics, his second with NBC.

Hughes, a longtime communications executive, spent 19 years with Turner Broadcasting (1987-2006), the last 16 as the strategic leader of all sports-related public and media relations efforts. He also served as Senior Vice President, Turner Entertainment Group Press Strategy. Hughes led publicity and communications for TNT's coverage of the NBA (1990-2006), NFL (1990-97) and three Winter Olympics (1992, '94 and '98), and was also in charge of communications strategy for five Goodwill Games, the Atlanta Braves and Atlanta Thrashers, and numerous other events and Turner network properties.

Most recently Hughes served as President of Sedan Communications, Inc., a public relations firm he founded in 2007 that represented major sports media companies, events and businesses including NBC Sports and Olympics, Universal Sports, The Whistle, Sportsman Channel, US Road Sports, Banded Nation and the Atlanta Braves.

Hughes received a bachelor's degree in journalism with an emphasis on Public Relations from the University of Wisconsin-Madison. He received the school's Distinguished Service Award in April 2012 and the Ralph Nafziger Award for Achievement in Journalism within 10 years of graduation (1997).