



ONE SOCIETY

2018 PRESS KIT



In 2017, award-winning executive, Kristen Ingram, inspired by her work in diversity & inclusion and social impact at the National Football League launched PLUS ONE society, a cause-based marketing and events consultancy servicing sports, entertainment and media industries.

Leveraging her 14-years of experience in sports and entertainment, Kristen discovered her passion for social responsibility and set out to create a movement - a business that fuels and serves an inclusive, thriving society by strategically intersecting art, sports and human awareness.

PLUS ONE society focuses on the following core competencies:

- ◆ **Social Impact Strategy & Execution**
- ◆ **Brand Development & Management**
- ◆ **Campaign Ideation & Marketing**
- ◆ **Diversity & Inclusion Leadership**
- ◆ **Event & Live Show Production**
- ◆ **Talent & Brand Partnerships**

KRISTEN INGRAM is an award-winning marketer and event producer, as well as the Founder & Chief Strategist of PLUS ONE society, a cause-based marketing and events consultancy servicing the sports, entertainment and media industries.

At PLUS ONE, Ingram strategically develops and produces brands, campaigns and events to reflect her clients' vision and goals for social responsibility. By curating an ecosystem that intersects art, sports and human awareness, they are able to raise their profile and contribution to the culture.

In 2017, she produced the historic event, IMAGINE JUSTICE, with Common and J. Cole on the steps of the CA state capitol in Sacramento which ultimately led to Governor Jerry Brown co-sponsoring bail reform bill (SB 10) and change his long-standing position against prison reform.

Prior to launching PLUS ONE, Ingram was the Head of Affiliate Marketing for NFL Network where she oversaw partnerships, creative campaigns and promotions for North America. Leveraging her expertise in building brands, strategic planning and client relations, she garnered over \$40M in media value through negotiated trade agreements.

Ingram is also an advocate for Diversity & Inclusion. In 2015, she led a cross-departmental working group to launch the NFL DIVERSE TALENT COMMUNITY; an online recruitment platform that encourages quality, dynamic candidates with diverse backgrounds to join its ranks. She also led the NFL's pro-social initiative, NFL PLAY 60 After-School Kickoff and served as the Chair of NFL Community Teammates - Los Angeles and the Diversity Council Partnership & Recruitment Committee.

Prior to joining NFL Network in 2012, Ingram served as a Marketing Manager at ESPN where she developed her niche for brand strategy and positioning with DISH, DirecTV and AT&T U-verse.

As a recognized community leader, Ingram is passionate about contribution and is actively involved with the Los Angeles Mission, Jenesse Center and the Anti-Recidivism Coalition. As a part of her involvement and commitment, she launched an on-going initiative at the NFL that provides thousands of personal hygiene kits to homeless and domestic violence shelters in New York and Los Angeles. In 2013, her service was recognized by the NFL with the Commissioner Award.

Ingram holds a Bachelor of Science in Business Administration with an emphasis in Marketing from the University of Nevada, Las Vegas.

KRISTEN INGRAM

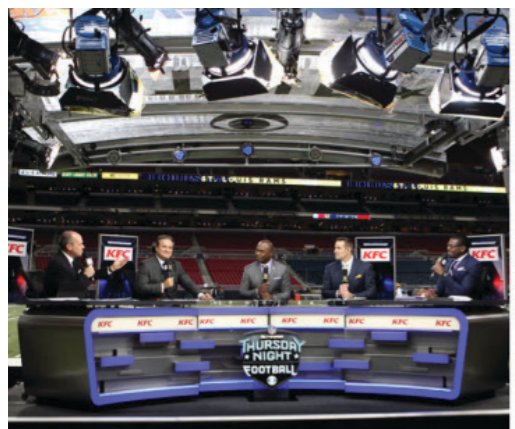




Kristen's passion for social impact is evident throughout her professional career and personal journey. As a part of her commitment, Ingram launched an on-going organization-wide initiative at the NFL that will ultimately provide thousands of personal hygiene kits to homeless and domestic violence shelters in New York and Los Angeles. Kristen's latest initiative, Food Mood, is a real food community resource guide for lower income families in Los Angeles. Championing accessible and affordable locally grown fruits and vegetables while supporting humane treatment of farmed animals. As a recognized community leader, Ingram is passionate about contribution and is actively involved with the Los Angeles Mission, Jenesse Center and the Anti- Recidivism Coalition. In 2013, her service was recognized by the NFL with the Commissioner Award.



DIVERSE TALENT COMMUNITY



Kristen is an advocate for Diversity & Inclusion. At PLUS ONE, she develops innovative D&I programs and initiatives for organizations that are committed to their workforce being as diverse as society. In 2015, Ingram led a cross-departmental working group to launch the NFL DIVERSE TALENT COMMUNITY; an online recruitment platform that encourages quality, dynamic candidates with diverse backgrounds to join its ranks. While serving as a shared talent acquisition database for Human Resources across the NFL and its 32 clubs.

Click the links below to watch videos produced and directed by Kristen Ingram:

[NFL Diversity & Inclusion: Super Bowl 50](#)

[NFL Diversity & Inclusion: Super Bowl 51](#)



PRESS

Scott Budnick, *President*



“ Kristen's event production experience, leadership and commitment were invaluable to the historic success of IMAGINE JUSTICE and an integral part in creating a platform for ARC and Common, along with other artists/activists, to advocate for prison reform in California.

Hank Oster, *COO*



“ Kristen is an amazing talent! A true professional, really buttoned up, smart and an outstanding partner with Comcast Spotlight.

Tamara Brown, *COO*



“ The best part of working with Kristen as the Producer of COMMON's Imagine Justice Community show in Sacramento CA, was her ability to anticipate what needed to be done and handle it, before I even knew it! We made history with the rally and free concert for 30,000 people in front of the State Capitol to support criminal justice reform. And we could NOT have done it without Kristen's expertise and leadership.

Matt Kenny, *VP of Affiliate Sales*



“ Kristen is a game changer and consistently makes those around her better. She is incredibly effective at maximizing her individual contributions while operating in a team oriented environment. Kristen understands the importance of achieving results and to do so in manner that others respect and admire.”

Karen Earl, *CEO*



“ Kristen made impactful connections that transformed our work at Jenesse Center. Our team dreamed of a special project and so many people told us what we wanted to do was impossible - Kristen quite literally made it happen.

Deion Sanders, *NFL Network Analyst*



“ When professionalism meets purpose it creates an atmosphere that borders perfection. This incredible woman has a gift of connectivity-she connects the thoughts, desires and needs of everyone she works with flawlessly making them feel truly comfortable.

Marshall Faulk, *NFL Network Analyst*



“ Kristen knows that a dream doesn't become reality thru magic, it takes sheer hard work and determination. She understand all things are difficult before they become easy. Her drive for success and perfection is unprecedented. Over the past 5 years no one has worked harder or smarter.

Hannah Gordon, *General Counsel*



“ I met Kristen at the NFL Women's Career Development Symposium, a program where high-potential female executives were selected by their employers. I was immediately impressed by her dynamic personality. Kristen is someone who draws people: both clients and colleagues to her.

IT'S A MOVEMENT.
THOUGHT PROVOKING.
INNOVATIVE . COMPREHENSIVE.
AWARD-WINNING. INSPIRED. DOPE.

[PLUS ONE society](#) | Kristen Ingram | kristen@plusonesociety.com

