



[Jordan Green](#) is the Manager of Content Partnerships at the National Football League (NFL). He previously worked at Foot Locker and Champs Sports in brand and marketing roles and began his sports career as a Marketing Operations Intern with Major League Baseball (MLB). He holds a Business degree from Loyola University New Orleans and a Master of Sports Law and Business from Arizona State's Sandra Day O'Connor College of Law.

Building a Career at the Crossroads of Culture and Sports

When Jordan was in grad school, he started doing something simple but intentional; he made a spreadsheet. It was just a list of companies that aligned with what he cared about – sports, sneakers, fashion, entertainment, music. Then he started reaching out to people at those companies, not with an ask, but with curiosity.

That approach, rooted in self-awareness and follow-through, helped Jordan shape a career that now lands him at the NFL League Office, leading content partnerships for one of the most powerful brands in sports. But getting there meant realizing something many people overlook: sports is more than just teams and leagues.

“We all grow up thinking the path to a job in sports is through a team, league, or agency,” he says. Those roles can fulfill one passion, but exploring diverse companies like Amazon, involved in Thursday Night Football and post-game concerts, opens up unique roles that align with other interests. For Jordan, it’s never been about checking boxes. It’s about aligning his career with what excites him and letting that guide the way.

Let Your Work Speak Louder Than Your Resume

Jordan knows firsthand that in sports, your reputation matters more than the logo on your LinkedIn. “The way you show up, your work ethic, your reliability – that’s how you earn respect,” he says.

At Champs Sports, he led regional activations, built YouTube content franchises, and led kid-focused marketing campaigns with top athletes. “I got the chance to lead projects that made a real impact,” he shares. “That’s how I built confidence. I learned that if you show you can lead, people will give you more opportunities to do so.” It’s not about the biggest title or flashiest brand. It’s about showing you can own something and deliver.



Breaking Into the NFL: Layer by Layer

Getting to the NFL isn’t easy, and Jordan doesn’t sugarcoat it. Working at the NFL is not an easy path and like any sports organization comes with a large pool of people who one day dream to work for a company of this magnitude and respect.

For him, that meant developing a personal framework. “The first layer is passion; what gets you out of bed. Then it’s about foundational skills: communication, accountability, prioritization, collaboration. Once that’s solid, then you can tap into creativity and innovative thinking,” he explains. That framework allowed him to grow from intern to leader, always checking in with himself on where he stood. “You don’t necessarily need a sports degree,” he adds, “but you do need relevant experience that applies to the job you want. It’s about translating what you’ve done into what they need.”

Mastering the Informational Interview

Jordan is a big believer in the power of the informational interview; not for a job, but for clarity and connection. His method? Prepare, be informed, and offer value. “Research the person. Understand the company. Follow them on Twitter or IG to get a sense of what they care about,” he says. “And don’t just ask questions – come in with ideas or insights. It shows you’ve done your homework and makes you memorable.”

Resources like Sports Business Journal, Front Office Sports, and Sports Business Ventures, helped him stay sharp on industry trends. “Be a student of the game,” he says. And above all, follow up. “Even if they don’t respond, keep the relationship warm. You never know when it’ll open a door.”

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4020 E Indian School
Phoenix, AZ 85018, United States



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