



OAKLAND ATHLETICS MEDIA RELEASE

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Oakland A's Promote Troy Smith to Vice President of Marketing

OAKLAND, Calif. – The Oakland Athletics have promoted Troy Smith to Vice President of Marketing, the club announced today. In this role, Smith will oversee brand management, customer acquisition, ballpark entertainment, broadcasting, digital content, and special events.

Smith is a 23-year veteran of the Oakland A's organization, serving as the Senior Director of Marketing for the last five years. He was instrumental in conceptualizing and launching the "Green Collar Baseball" and "Rooted in Oakland" campaigns.

"Troy has been an integral part of our organization for more than 20 years, and we are excited for him to continue to grow the A's fanbase," said A's COO Chris Giles. "He brings an innovative marketing approach to the A's, and we are confident he will find new and engaging ways for the A's to connect with fans and the community."

The East Bay native holds a bachelor's degree in communication studies from UCLA.

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