

J.J. CARTER (He/Him)

Global COO; president, Americas  
**FleishmanHillard**

J.J. Carter serves as global chief operating officer and president of FleishmanHillard's Americas region. In this capacity, he drives operational excellence that contributes to the firm's growth, competitiveness and performance worldwide. He works closely with president and CEO John Saunders to enhance the overall client experience, the employee experience and the firm's relationship with Omnicom partners. As a member of the firm's global leadership cabinet, he helped engineer a significant transformation agenda - which has led to the advancements for the firm's global client service, business development, talent development and diversity, equity and inclusion efforts. J.J. has been with FleishmanHillard since 2005 and has held a variety of key leadership roles, including regional president; general manager of one of the firm's largest offices in San Francisco; and global client relationship manager for several of the firm's largest clients.

In 2007, he helped launch the agency's global sports marketing practice, calling on his experience as the head of communication for several professional sports teams and leagues. In addition to leading programs for Visa Inc and BMW in support of the Olympic Games, J.J. has also provided senior counsel for the NBA's international expansion into China, and has led global accounts with Alibaba Group, Electronic Arts, Nike and Jordan Brand, GoPro, United States Olympic and Paralympic Committee, Callaway Golf, the Women's Tennis Association Tour (WTA), and the US Ski and Snowboard Association. Over the past two decades, J.J. has developed programs on six continents with many of the world's most prominent athletes and sports organizations. A veteran of eight Olympic Games, he has led major event and sponsorship work on behalf of numerous sponsors, national governing bodies and individual athletes.

Before joining FleishmanHillard, he was director of public relations for the Association of Tennis Professionals (ATP Tour), the international governing body of men's professional tennis. In that capacity he managed media relations, event operations, and crisis management for players, tournaments, and tour executives. Among other highlights, J.J. was responsible for introducing Swiss superstar Roger Federer to the American public through a series of high-profile media tours during his ascension to the world No. 1 ranking.

As director of public relations for the NBA's Detroit Pistons and Dallas Mavericks, he served as the primary contact for all team communications matters, and directed all appearances related to media, sponsorship, and community initiatives. He provided counsel to a number of NBA all-star and Hall of Fame players and coaches including Grant Hill, Ben Wallace, Joe Dumars, Jason Kidd, Dirk Nowitzki, Steve Nash and Don Nelson. In addition to his role with the NBA teams, he also served as a consultant on major events at the Palace of Auburn Hills, then one of the nation's most profitable entertainment venues and contributed to a successful public funding referendum for construction of American Airlines Center in Dallas. He launched the Dallas Mavericks' first-ever digital presence on NBA.com serving as editorial director of the transformational medium.

A graduate of the University of North Carolina at Chapel Hill, J.J. earned a Bachelor of Arts degree in journalism and mass communication with a concentration in public relations.