

COURTNEE WESTENDORF



Courtnee Westendorf has a relentless pursuit to positively impact the lives of others. Whether it's through creating globally recognized marketing programs or advocating her personal platform to help foster confidence in young people, her goal is to connect with people. She reaches audiences through storytelling and the sharing of personal experiences spanning her successful twenty-five year career, while raising two daughters.

Westendorf most recently served as the Oakland Raiders CMO, SVP of Marketing. She was chartered with the development and execution of all marketing and event strategies as the franchise relocates to Las Vegas, Nevada. Over the past three years, she led the evolution and growth of the Raiders brand, as the team looked to strengthen its relationship with one of the most diverse and passionate global fan bases in the NFL. Her responsibilities included brand marketing, advertising, corporate events and communications, digital and social marketing, promotions and enhanced game day experiences. Prior to joining the Raiders, Westendorf served as VP of Marketing for Intel, redefining marketing partnerships for the company through unique engagements with some of the world's leading sports properties, including Barcelona FC and the San Francisco 49ers. Prior to Intel, she was VP of Consumer Marketing for Disney, responsible for developing go-to-market strategies for Disney digital and entertainment properties. Westendorf started her career at Apple, spending over a decade in senior marketing roles leading brand and consumer partnerships, as well as serving in an array of key marketing functions in support of the company's launches of the iMac, iTunes, the iPod, iPhone, the App ecosystem and related products and services.

Westendorf holds a bachelor's degree in Communications from Loyola Marymount University and a master's degree in Education from Pepperdine University. She is a fifth generation Californian residing in the Bay Area with her two daughters, Maclaine and Camden.