



Lynn Connelly
Director of Sponsorships and Alliances



Fore! From the driving range to Victory Lane, Lynn Connelly has mastered the technique for building brand awareness, customer loyalty and affinity through sponsorships, strategic alliances and women's marketing initiatives. Connelly joined Office Depot in 1999 as Senior Manager of Event Marketing and was promoted to Director of Strategic Alliances in 2001. Having spent 12 years on the Ladies Professional Golf Association Tour (LPGA) and as the founder and former CEO of Premier Sports International, Connelly has led several key initiatives for Office Depot, including Office Depot's Olympic Games sponsorship and the naming rights of the Office Depot Center. Responsible for Office Depot's strategic involvement with women business owners, Connelly is also the creator of Office Depot's Success Strategies for Businesswomen Conference.

Most recently, she has shifted gears to drive Office Depot's new multi-year agreement with NASCAR to designate Office Depot as the sport's first-ever Official Office Products Partner. The company is also sponsoring Roush Racing's No. 99 Office Depot Ford Taurus driven by Carl Edwards in the 2005 NASCAR NEXTEL Cup race season. Connelly is spearheading this program as the company's primary national sponsorship platform and a central component of Office Depot's new *Taking Care of Business* brand positioning and advertising campaign.

Connelly is currently an executive MBA student at Kellogg School of Management in Chicago.