

WOMEN A FORCE IN BUSINESS

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Jill Gregory
Executive Vice President and General Manager
Sonoma Raceway



Jill Gregory is Executive Vice President and General Manager at Sonoma Raceway and leads all operations for the historic 1,600-acre property in Sonoma, Calif. Named by *Adweek* as one of “The Most Powerful Women in Sports,” Gregory began her new role and assumed leadership of the racetrack on February 1, 2021.

Previously, Gregory served as Executive Vice President and Chief Marketing and Content Officer at NASCAR and oversaw the company’s Charlotte-based operations. She led the marketing, media, communications, broadcasting and diversity and inclusion functions for NASCAR, and was responsible for the sanctioning body’s digital platform.

During her tenure at NASCAR, Gregory revamped marketing, content and fan development strategies to elevate strategic planning and enhance collaboration across the industry. She also launched an effort to refresh and modernize the NASCAR brand, significantly elevated the sport’s diversity and inclusion platform, and was a key leader in NASCAR’s drive to become the first major-league sport to return to live competition during the COVID-19 pandemic.

Prior to joining NASCAR, Gregory was the Senior Vice President of Motorsports Marketing for Bank of America, and previously served as Director of the NASCAR Sprint Cup Series marketing program for Sprint Nextel. In 2011, Gregory was selected for the inaugural class of “Game Changers: Women in Sports Business” by *Sports Business Journal*.

Gregory earned a bachelor’s degree in journalism from California Polytechnic State University in San Luis Obispo, Calif., and is a member of the Board of Directors for The NASCAR Foundation.