



Kenny Thompson Jr. Named College Sports Commission Head Of Strategic Communications And External Affairs

Washington DC, July 7, 2026 – The College Sports Commission today named Kenny Thompson Jr. as its first Head of Strategic Communications and External Affairs, a new senior role created to shape the CSC's public presence and external strategy. Thompson begins July 7, 2026, and reports to Chief Executive Officer Bryan Seeley.

As the CSC's first communications and external affairs leader, Thompson will define and run an integrated strategy spanning media, government affairs, stakeholder engagement, and the CSC's owned digital platforms. He will serve as a senior strategic advisor to the CEO and leadership team, a primary spokesperson for the CSC, and a central point of contact for the conferences, member schools, athletes, and policymakers with a stake in how college sports is governed.

"Kenny brings decades of experience advising organizations through complex moments. As college sports adapt to a new set of rules, how the CSC communicates with schools, conferences, and student-athletes matters more than ever," said Bryan Seeley, CEO of the College Sports Commission. "I look forward to welcoming Kenny to the CSC and the work ahead."

Thompson has led communications and external affairs leadership across business and the public sector. Most recently, he was Senior Vice President and Chief Public Affairs Officer at Vail Resorts; prior to that, he was Vice President of External Affairs at PepsiCo where he directed engagement on Capitol Hill. Earlier, he served as a senior advisor in the White House. A former Division I baseball player at TCU, he holds an MBA from the Georgetown McDonough School of Business. Upon joining the CSC, Thompson will conclude his service on TCU's Board of Trustees.

"My time as a student-athlete shaped who I am, and I care about getting this right for the schools and athletes," said Thompson. "This is a big moment for college sports. The decisions being made now will shape it for years to come. I am honored to help the CSC build on its work."

About the College Sports Commission

The College Sports Commission (CSC) is an independent body established in 2025 to oversee and enforce compliance with rules governing student-athlete compensation in college sports, including institutional revenue sharing and third-party Name, Image, and Likeness (NIL) agreements. Dedicated to the principles of fairness, integrity, and opportunity, the College Sports Commission provides structure and accountability to ensure that student-athletes and institutions benefit from a transparent and equitable collegiate athletics system.

College Sports Commission

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