



Lashay Rose

**Director of Communications and Player Services
NFL Player Benefits
Baltimore, Maryland**

Lashay graduated from Towson University with a B.A. degree in sports management and a minor in business administration. She has over 17 years of customer service and benefit administration experience. She recently pivoted roles at the NFL Player Benefits Office, moving from operations to communications. In her new role, she will implement the strategic communication direction of the organization's initiatives, oversee customer success, and cultivate strategic relationships. Her strong stakeholder interactions will ensure that the goals of both the NFL and the NFLPA are attained. In addition, she ensures that players and their families have the best possible experience from interacting with the NFL Player Benefits Office. Lashay is a mother of two children and resides in Baltimore, Maryland.