



## JESSICA CICCONE

Director, Corporate Communications  
New York Jets, Florham Park, N.J.

**Born:** 1981

**Hometown:** New York

**Education:** B.A., government and history, Georgetown University; M.B.A, marketing and management, Fordham University

**Family:** Husband, Matt

**Defining moments:** “In 2008, we held an auction for some of best seats in the new stadium. An auction for club seats like this had never been done by a sports franchise. Though we had no idea what was going to happen, it ended up being very successful. It took a leap of faith to say, ‘We know this is a great building and a great product. Let’s see what happens.’ We pulled in \$16 million in sales for 700 of the best seats in the house. Some people got bargains, while some paid more. It was a very innovative event and very rewarding to see that success. We’ve also made leaps and bounds in our social networking capabilities. For a sports team, it allows fans to know the players better. We are constantly using outlets like Facebook and Twitter to connect with fans. We use it for everything from ticket sales and notifying them of events like autograph signings to giving updates on what’s happening in the current game. It’s changing the face of what we do and how we work with our fans. For me, I learn something new every day because of this.”

**Greatest career accomplishment:** “To do what we’ve done, from the new stadium to building brand to expanding social networking, it’s taken a great team effort. Putting that team into action and having success has been gratifying. It takes a lot of people to make things happen, not only on the field but off of it, as well.”