

EXPERT RESOURCE PROFILE – TODD GREENBERG

“Significant opportunity comes with any challenge, problem or obstacle.”



Todd Greenberg is a proven leader in the sports management industry.

Todd was appointed CEO at the National Rugby League (NRL) in 2016. Previously Todd was Head of Football at the NRL with responsibility to develop and lead Football strategy and operations across the whole of game. This includes leading and governing the NRL Elite competitions along with an oversight across game development, pathways and participation.

In 2014, Todd joined the Touch Football Australia (TFA) Board of Management as part of the strategic alliance between the NRL and TFA.

Prior to joining the NRL, Todd spent six years as the Chief Executive Officer of the Bulldogs Rugby League Club making him at the time, the youngest CEO in the National Rugby League.

Todd led the Bulldogs through a period of significant change and enormous growth and thanks to his vision, they were positioned to move forward with confidence. Leadership, team building, community engagement, cultural and brand transformation were the trademarks of his tenure at the Bulldogs.

Todd is a strong advocate for elite athletes using their profile and reach within the broader community to enable positive change. This has been demonstrated in particular through partnerships with not for profit organisations like Camp Quality.

In 2009, Todd won the prestigious NSW Sports Administrator of the Year Award and in 2011, was voted as one of ‘Sydney’s top 100 most influential people’ as part of the annual Sydney Morning Herald feature within The Sydney Magazine.

Todd has been an Australia Day Ambassador since 2010, helping to promote the celebration of Australia Day at community events throughout NSW.

Born and raised in Sydney, Todd’s professional career highlights an understanding across a variety of venue, sports and governing body structures. His experience working across multiple elite sports coupled with significant stadia management knowledge has created a well-rounded skill set of administrative, operational, marketing, commercial and high performance competencies.

Why 2020 Exchange

As one of Australia’s top sports administrators, Todd has a track record of leading with persistence and confidence. In roles where public opinion often becomes personal, Todd has tackled such scrutiny with an inner certainty that many leaders aspire to.

“I have often said that in any senior leadership role, whether in business or sport, there are times you can feel very isolated. Therefore, it is important to surround yourself with good people who understand and share the organisation’s values. It is these agreed values that form the basis for dealing with challenges and ensuring your decisions are in line with the club’s strategy.”



People are at the core of sports administration, where the people are as much your product as they are your service. It all comes back to vision, strategy and people... execution and delivery.

It is this philosophy that aligns Todd Greenberg's leadership with the values of 2020 Exchange.

Positions held

2016 - present	CEO, National Rugby League
2013 - 2016	Head of Football, National Rugby League
2008-2013	CEO, Bulldogs RLFC
2001 - 2008	General Manager, Commercial Operations, ANZ Stadium
1998 - 2001	Operations & Events Manager, Bulldogs RLFC
1993 - 1998	Events & Promotions Manager, Cricket NSW

Qualifications

Bachelor of Sports Science Degree from the University of NSW

Masters, Management (Sports Management) from the University Technology, Sydney

Awards

NSW Sports Administrator of the Year Award and in 2011

'Sydney's top 100 most influential people' - Sydney Morning Herald