



## Alison Birdwell

President & CEO

Aramark Sports + Entertainment

Alison Birdwell leads **Aramark Sports + Entertainment**, overseeing operations at premier stadiums, arenas, convention centers, and cultural attractions across the U.S. and Canada. Her career of more than 20 years at Aramark is best defined by the culture she has created, one that is rooted in service excellence, and defined by innovation and operational efficiency.

She has led hospitality for major events including Super Bowls, World Series, Final Fours, and large-scale concerts and conventions. Her leadership spans every aspect of venue services—concessions, premium dining, retail, and venue management—for top-tier clients in every major sports league—the NFL, MLB, NBA, NHL, and collegiate sports.

Alison’s career at Aramark reflects her commitment to results and team development, and it is punctuated with successive roles of increasing responsibility. Known for supporting her people and Aramark employees overall, Alison serves as executive sponsor of Impacto, Aramark’s ERG for Hispanic/Latino employees. In 2021, she was named a “Game Changer” by Sports Business Journal for her impact on the industry.

She received her bachelor’s degree at Boston University and earned an MBA from the University of Miami.

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