



Aaron Popkey is director of public affairs for the Green Bay Packers. In his 27th season with the organization, he serves as the primary liaison with federal, state and local government and civic officials, as well as regional economic development efforts. He also oversees external communications for all non-football departments, including Lambeau Field, the Packers Hall of Fame, community outreach, sales, special events and tickets. Through the course of his career, Popkey has been involved in many of the organization's major events of the past 25 years, including appearances in Super Bowls XXXI, XXXII and XLV, and the redevelopment of Lambeau Field in 2003 and current development projects, including Tiletown, the 45-acre, mixed-use real estate development west of Lambeau Field. The De Pere, Wis., native began his career with the Packers in 1993 as an intern in the P.R. department. He earned a bachelor's degree in journalism from the University of Wisconsin-Madison in 1994. In the community, he serves on the boards of directors for Packers Heritage Inc., Packers Hall of Fame Inc., Cellcom Green Bay Marathon, Greater Green Bay Chamber, Advance and Wello, and previously served on the boards for the Bellin Health Foundation and Brett Favre Fourward Foundation.