



Peter Land

Senior Vice President – Chief Communications & Sustainability
Officer
DICK'S Sporting Goods

Peter Land currently serves as Senior Vice President, Chief Communications & Sustainability Officer, a role he has held since joining DICK'S Sporting Goods in July 2020. In this role, Peter is responsible for all internal and external communications, including media relations; government affairs; headquarters, field and executive communications; consumer communications; crisis communications; financial communications; and corporate event management. He also develops and oversees all elements of the company's enterprise ESG strategy. Peter works closely with other members of the leadership team to ensure sustainability is integrated into business and that the company stays on track to meet its goals. Prior to joining DICK'S, Peter was a partner at Finsbury, a consulting firm specializing in corporate reputation, crisis management and capital markets. Before joining Finsbury, Peter was global head of corporate communications at AOL, and prior to that, he held senior communications positions at PepsiCo. Throughout his career, Peter also held senior leadership roles at Kraft Foods in Europe, Breeders' Cup, the NBA and Edelman. He began his career as a reporter and editor with The Washington Post. He currently serves on three non-profit boards: The DICK'S Sporting Goods Foundation, the Shirley Povich Center for Sports Journalism and UJA's Sports for Youth. He also serves as an advisor to Sandy Hook Promise. For the last 23 years, Peter has been an adjunct professor at NYU's Stern School of Business. Peter earned his Bachelor of Arts degree in history from Duke University.