



MEET THE MENTORS



Kevin Ash

Chief Administrative Officer, Rose Bowl Game

You may find this SoCal native soaking up the sun but he's no beach bum. With 25+ seasons running with the "Granddaddy of Them All" and experience running the 1994 World Cup and the 1996 Olympics in Atlanta, Kevin's experience in the sports industry is unparalleled. He oversees all aspects of the Rose Bowl Game from planning to execution, and manages the relationship with our key partners at the NCAA, Big Ten, Pac-12, College Football Playoff, and ESPN.



John Henderson

Senior Director of Operations, Rose Bowl Game

The jack of all trades with an extensive background in college athletic administration, John oversees all game day movements at the stadium and the surrounding facilities in the Arroyo Seco. From ticketing to credentials and security to parking, John manages all aspects of the stadium's operations and supervises the staff responsible for creating a great experience for all participants. Prior to the Rose Bowl Game, John was a former Women's basketball coach at San Diego State, the University of the Pacific, and USC.



Brittany Grant

Director, Team and VIP Operations, Rose Bowl Game

Like a true rose, Brittany has blossomed in Pasadena. From starting her work with the game as an intern, Brittany has grown to be the right-hand woman for the game's participating teams establishing all of their event operations and logistics during their time in Los Angeles. She's also our orderly number cruncher who handles the game budget, while also strategizing the overall signage look for the Rose Bowl Stadium that fans have come to love on game day.



Karen Linhart

Marketing and Media Director, Rose Bowl Game

From the Rockies to the San Gabriel Mountains, Karen's always ready to take on her next slope. In charge of public relations, media, and marketing, Karen runs a mile-a-minute, overseeing team interviews, press releases, fan events, sponsorships, and the game's visibility - while keeping everything on brand. Having worked four Olympic Games and three Super Bowls, Karen's past work experience is a great catch for the "Granddaddy of Them All."

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Alyssa Cole

Senior Manager of Marketing & Events, Rose Bowl Game

Always in two places at once, Alyssa is our professional overthinker. She activates ideas from conception to implementation, makes sure our community feels supported, and helps organize the Rose Bowl Game's ancillary events to ensure both our participating universities and fans have a rosy experience. Coming from a background in publicity, Alyssa started her career planning premiers and experiential events for Universal Pictures and Disney before eventually taking her knack for star quality from the red carpet to the football field.



Doug Ingles

Communications Manager, Rose Bowl Game

Formally known as the resident Rose Bowl Game historian and stat man, and informally known as the most meticulous among us all, Doug manages the game's media operations and logistics from our hub in Downtown Los Angeles to the press box. He's our digital go-to, running the Rose Bowl Game's website and social media, while also overseeing the content of our collateral. Doug has also turned his strengths into side hustles working with Team USA where he has served both the Badminton and Curling national teams in the comms and digital space.



Jason Martin

Lead Production Manager, Rose Bowl Game

The certified bowl ringmaster. Jason knows how to put on a show, literally, he directs all the in-stadium entertainment for the Rose Bowl Game's pre-game, halftime, and post-game shows, including all videoboard content and game timing. He also works closely with ESPN to help manage the operations around the game's broadcast. With a background in event operations, Jason is also involved in different capacities with the NCAA basketball tournaments, NFL, World Series, and Olympic Games.



Peyton Cochrane

Game Coordinator, Rose Bowl Game

He gets birdies, and always saves par. Peyton manages vendor contracts, maintains the game budget, and coordinates the officials' logistics during bowl week. He organizes everything from admin to game day floral installation, and is the gorilla glue that keeps our team and all our operations in champion shape. Although, Peyton is the newest seed in the pot, he planted his foundation in event services at the Los Angeles Memorial Coliseum implementing the new and improved Scholarship Club Tower.