



**JOHN (JAY) CICERO**  
**THE NEW ORLEANS SPORTS FOUNDATION**

*John (Jay) Cicero, President & CEO of the Greater New Orleans Sports Foundation.*

*Jay Cicero began his career in sports in Group Sales and Marketing for the Shreveport Captains AA Baseball Club in 1986. He joined the Greater New Orleans Sports Foundation in 1990 as Director of Special Projects and Director of Sales for the 1992 U.S. Olympic Track and Field Trials. In February 1993, Cicero was named the first General Manager of the AAA New Orleans Zephyrs Baseball Club. In 1995, he returned to the Sports Foundation as Vice President of Operations and was named President/CEO in June 1997.*