

# A Legacy of Leadership

Mark Murphy transformed the Green Bay Packers organization over the last 18 years.

BY CHARLES BENSON



**IT'S A FOOTBALL TRIVIA QUESTION** that stumps the average fan, but not devoted followers of the Green Bay Packers: Who is the only person to win a Super Bowl ring as a player and president of an NFL team? The answer is Mark Murphy, this year's Milwaukee Press Club Headliner honoree and current president and CEO of the Packers.

Murphy earned his Super Bowl ring in 1983 as a player with the predecessor to the Washington Commanders. Since taking the helm of the Packers in 2007, he has played a pivotal role in leading the franchise back to glory, including a Super Bowl victory in 2011.

However, in July 2025, Murphy's time with the Packers will come to an end as he reaches the organization's mandatory retirement age of 70.

"I am honored to have been selected and very appreciative of this tremendous opportunity," Murphy said when he was



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appointed president. "The Packers are one of the great franchises in all of professional sports, with a rich history and incredible fan support."

Longtime Packers followers, such as former Meet the Press moderator Chuck Todd, commend Murphy for his leadership.

"He's truly embraced the CEO model, where he hires experts to run specific parts of the organization and lets them do their thing without the appearance of micromanaging," said Todd, the press club's 2019 Sacred Cat honoree.

"The best-run organizations are the ones where it's clear it's a team running the show and not one uber-boss. And that's been the experience with Murphy at the helm."

Murphy is the 11th person to lead the Green Bay Packers, the NFL's only publicly owned team. During his 17-year tenure, the Packers transitioned quarterbacks from Brett Favre to Aaron Rodgers and now to Jordan Love. He has needed to oversee only one head coaching change -- remarkable in a league where the average coaching tenure lasts about three years.

When the Colgate University graduate took over, the Packers had already won a dozen championships. "I look forward to being a part of that continued success," Murphy said then.

NFL Commissioner Roger Goodell once described Murphy as "a bright and thoughtful individual who understands what needs to get done to create a system that benefits all sides for years to come. He is very reasonable and wants what's best for fans, the game, and players, as we all do."

Murphy's accomplishments extend beyond personnel management. His "Lambeau Leap" initiatives include \$600 million in renovations and expansions to Lambeau Field, adding 7,000 seats and improving the atrium.

Titletown is now a year-round destination, and the Packers' ownership has expanded through two new stock sales, bringing in \$129 million and adding 426,000 new shareholders.

Murphy's time in the smallest market with an NFL franchise not only benefited the Packers but has had a positive impact on the Green Bay community. "Murphy's experience as a player and a player representative, in conjunction with being at the table with owners, has given him more perspective than the average NFL executive," said Todd, who hosts The Chuck Toddcast. The Packers have been such a successful business -- run as much like a co-op as a traditional business organization."