

# A Women's Soccer CMO's Path From Starting Lineups to Startups, and Back Again

On a slow night at The Sports Bra, a pub in Portland, Ore., dedicated to women's sports, Julie Haddon is working off the clock.

The CMO of the National Women's Soccer League is peppering pub owner Jenny Nguyen with suggestions about potential future partnerships between the fledgling bar and the NWSL: playoff events, a pop-up at the NWSL Championship in Washington, D.C.,

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