



FUTURE LEADERS CLASS OF 2022



ROGER ONG

DIRECTOR, MARKETING & COMMUNICATIONS
NBA ASIA

As Director of Communications, Roger Ong helps to oversee public relations for the NBA in Asia-Pacific, including Australia, India, Japan, the Philippines, South Korea, and other countries across Southeast Asia and Oceania. Roger reports to NBA Asia Vice President of Marketing & Communications, Sheila Rasu.

Roger spearheads the league's communications functions in the region, which encompasses basketball media operations, media relations, corporate communications, crisis management, and internal communications, and supports the league's various business priorities in the region, including live game distribution, youth and elite development programming, interactive fan events, merchandising, and gaming.

Roger also leads the NBA's CSR presence in Asia-Pacific, managing programs that coordinate league, team and player social responsibility and impact efforts.

Prior to joining the NBA, Roger worked at IMG in their Sponsorships and Branded Content division.

A graduate of Swinburne University in Melbourne, Australia, Roger currently resides in Hong Kong with his wife Jacqueline, and their French Bulldog Chloe.