



NEWS RELEASE

StubHub Appoints Jack Sterne as Head of Policy Communications

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Veteran public affairs strategist brings experience spanning government, Fortune 100 corporate communications, and advocacy campaigns to StubHub's growing communications team

NEW YORK--(BUSINESS WIRE)-- StubHub, the world's largest ticket technology company, today announced the appointment of Jack Sterne as Head of Policy Communications. In this newly created role, Sterne will lead StubHub's policy communications strategy, focusing on public affairs, legislative advocacy, industry policy issues, and regulatory communications as the company continues to advocate for policies that ensure fans can access the live events they love.

Sterne joins StubHub at a transformative moment for the live events industry, as policymakers in statehouses across the country explore how to best serve fans and support the live events ecosystem. His addition to StubHub underscores the company's commitment to building a world-class communications function that advances policies benefiting fans, artists, venues, and local economies.

"Jack brings the perfect combination of government experience, campaign expertise, and corporate communications excellence that StubHub needs as we grow and as the industry navigates increased regulatory focus," said Alix Anfang, Global Head of Communications, StubHub. "From running winning advocacy campaigns to counseling Fortune 100 executives, Jack knows how to build coalitions, shape narratives, and deliver results. We're thrilled to have him join StubHub as we work to create a regulatory framework that puts fans first and ensures they have free and open access to the events they want to see."



"From watching your favorite team in-person to singing along with tens of thousands of fans, live events bring people together and create memories that last a lifetime. StubHub makes those experiences accessible to millions of fans, and I'm excited to help shape policies that protect and expand that access," said Sterne. "This is a company that understands the economic value that live events bring to communities, from jobs to tourism to local business growth. I'm looking forward to working with policymakers, industry partners, and stakeholders to help build a regulatory environment that supports fans and drives economic opportunity."

Sterne brings more than a decade of experience in public affairs, government, and strategic communications to StubHub. Most recently, he served as Executive Director of New York Communications at JPMorganChase, where he directed external media relations for America's largest financial services firm in its hometown. In this role, he served as a key advisor on public affairs campaigns and counseled leaders on how communications could support business priorities. During his tenure, he worked on high-profile initiatives including the opening of the firm's global headquarters at 270 Park Avenue and supporting local communications for CEO Jamie Dimon. Prior to JPMorganChase, Sterne spent three years at SKDK, one of the nation's leading public affairs and political consulting firms, where he designed and executed public affairs campaigns that supported major economic development projects and helped deliver legislative victories for homeless families with children.

His government experience includes serving as Deputy Communications Director in New York State Governor's Office, where he was an integral member of the core communications team during the COVID-19 pandemic, managing crisis communications on critical issues and producing briefings for nationally televised press conferences. Earlier in his career, Sterne held communications roles at Empire State Development, on Letitia James's 2018 campaign for New York Attorney General, and in the offices of New York State Senator Brian Kavanagh and New York City Comptroller Scott M. Stringer.

Sterne holds a Bachelor of Arts in Political Science from New York University.

About StubHub

StubHub (NYSE: STUB) is a leading global secondary ticketing marketplace for live events. Through StubHub in North America and viagogo internationally, StubHub services customers in over 200 countries and territories, supporting over 30 languages and accepting payments in over 45 currencies – from sports to music, comedy to dance, festivals to theater. StubHub offers a safe and convenient way to buy or sell tickets to live events across the world for memorable live experiences.

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