



Jim Baugh

Jim has a 30 year history in the sports industry focusing on building brands, growing sports participation, and helping industry powers work together. While working for Wilson, Prince and as an industry consultant, he has helped each company reach record sales and stature. One of Jim's biggest passions is growing sports participation through grassroots initiatives. Most recently, Jim helped tennis grow participation and product sales by almost 30% in the past 2 years while being President of the Tennis Industry Association and a USTA Board Member. Jim is also the founder of PE4life, a foundation which is making progress rebuilding PE programs throughout America. PE is the grassroots program for all sport and activity in our country and is helping to fight the obesity crisis in our country.
