

CANDIDATE PROFILE

National Advisory Board Member
American Racket Sports Association



www.americanracketsportsassociation.com

The Organization

The American Racket Sports Association (ARA) is a national professional community dedicated to advancing the growth and professionalism of the racket sports industry. Representing tennis, pickleball, padel and other racket sports disciplines, ARA serves as a central hub for professionals, facilities, businesses and enthusiasts.

Established in 1977 as the Georgia Professional Tennis Association (GPTA), the organization has deep roots in tennis. Following GoTennis!'s acquisition of GPTA and its rebranding as ARA, the Association enters a new chapter built on nearly five decades of industry leadership and community engagement. This evolution reflects a broader mission and national reach.

In 2025, ARA formed a strategic partnership with GSI Executive Search, a nationally recognized consulting and recruitment firm. This collaboration offers members enhanced career support services and facility consulting programs that strengthen individual careers and club operations nationwide.

ARA empowers those who bring racket sports to life. From teaching professionals and facility operators to vendors and governing bodies, the Association provides resources that support careers, strengthen operations and expand access to the game. Through collaboration, ARA promotes lasting careers, healthier lifestyles and professional growth across the racket sports community.

Poised for strategic expansion, ARA continues to build relationships, foster innovation and set the standard for excellence in American racket sports.

MISSION

The American Racket Sports Association is dedicated to supporting and empowering racket sports professionals nationwide. Through industry-leading networking opportunities, continuing education programs, and collaborative initiatives, ARA fosters professional growth, strengthens connections, and advances the business and culture of racket sports across all disciplines.

VALUES

- **Stewardship:** We are committed to the responsible growth and sustainability of the racket sports industry.
- **Professional Excellence:** We set high standards and deliver meaningful resources that advance careers and improve facility operations.
- **Community:** We foster collaboration, connection and shared purpose across all disciplines and regions.
- **Innovation:** We embrace change, promote fresh ideas and lead the evolution of racket sports beyond traditional boundaries.
- **Integrity:** We act with transparency, fairness and respect in every relationship and initiative.

Position Overview

The American Racket Sports Association (ARA) is seeking passionate and experienced individuals to join its remote, non-governing Advisory Board. This voluntary role offers the chance to provide expert guidance and strategic insight to ARA's leadership as the Association grows nationally and broadens its impact within the racket sports industry.

Advisory Board members act as trusted external advisors whose expertise supports key decisions made by the organization's owners and executive leadership. While members do not have formal voting or fiduciary responsibilities, their counsel helps shape ARA's direction and mission to build a strong, unified racket sports community.

Serving on the Advisory Board allows members to connect with industry leaders, contribute to the evolution of racket sports in the United States, and engage with an organization that combines a rich history with ambitious growth plans.

Key Responsibilities

- **Business Development:** Provide expert insights and actionable recommendations to identify and grow new revenue opportunities, including sponsorships, events, educational programs and membership initiatives that strengthen ARA's market presence and financial health.
- **Growth Strategies:** Advise on strategies to expand membership, broaden geographic reach and increase industry influence by attracting new professionals, businesses and racket sports disciplines.
- **Strategic Partnerships:** Leverage your professional network and industry experience to build and nurture relationships with key partners, focusing on collaborations that align with ARA's mission and deliver mutual value.
- **Market Insights:** Share perspectives on current and emerging racket sports trends to guide ARA's competitive positioning, program development and services, keeping the association innovative.
- **Feedback and Advocacy:** Provide objective feedback on ARA's programs and initiatives. Act as an ambassador, promoting the organization's mission and values within your professional networks to boost visibility and engagement.
- **Collaboration:** Work with ARA leadership and fellow Advisory Board members to integrate strategies, share best practices and ensure coordinated execution of growth plans.

- **Professional Advocacy:** Represent ARA at industry events, panels or through content to raise the association's profile and support the growth of racket sports.

Qualifications

- **Experience:** Proven skills in business development, sports management, marketing or strategic partnerships. Racket sports experience is a plus but not required.
- **Network:** Established relationships within the sports industry, business community or other relevant sectors that can support partnership development and organizational growth.
- **Passion and Commitment:** Genuine interest in advancing racket sports and willingness to contribute time voluntarily.
- **Collaboration and Communication:** Ability to work well with ARA leadership and fellow board members through open communication.
- **Diversity of Perspective:** Bring varied backgrounds and viewpoints that align with ARA's mission, including corporate, marketing, tech and sports professionals.
- **Strategic Agility:** Ability to think critically and adapt to industry trends and priorities to support ARA's growth.

Expectations

- **Mission Alignment:** Offer clear, mission-focused guidance that supports ARA's goals and promotes growth, ensuring all advice aligns with the Association's core purpose and vision.
- **Term:** Serve a two-year term, renewable based on mutual agreement.
- **Engagement:** Attend quarterly Advisory Board meetings virtually or in person to support strategic initiatives and provide ongoing guidance.
- **Time Commitment:** Dedicate approximately 10–15 hours per quarter for meetings, preparation, projects and communications.
- **Active Participation:** Join ad-hoc discussions and projects as needed, including reviewing plans and exploring partnership ideas to aid ARA's growth.
- **Confidentiality and Integrity:** Maintain strict confidentiality of ARA's business and strategic plans, ensuring trust and professionalism in all communications.

Benefits

- **Industry Impact:** Play a vital role in shaping the future of the racket sports industry at a national level, contributing to its expansion and professionalization.
- **Professional Networking and Recognition:** Gain exclusive access to ARA's network of industry professionals and formal recognition as an Advisory Board member in communications and events.
- **Incentive Opportunities:** While serving in a voluntary capacity, Advisory Board members participate in incentive programs tied to measurable contributions like membership growth and partnership development.

To be Considered

Interested candidates are encouraged to submit a cover letter and resume for consideration. For further information or to submit your application, please contact:



Andrew Minnelli, USTA, RSPA, PTR, PPR
Principal
Racquet Sports & Club Leadership

 andrew@gsiexecutivesearch.com

 301-740-4488

