

Tom Cove – President and CEO, Sports & Fitness Industry Association

Tom Cove is the President and CEO of the Sports & Fitness Industry Association (SFIA), where he represents the interests of more than 500 leading manufacturers, brands, licensors, distributors and retailers of athletic equipment, footwear and apparel. Mr. Cove was named CEO in 2005, after 13 years building SFIA's advocacy and public affairs programs in Washington, D.C. Mr. Cove directs SFIA initiatives to promote sports participation & safety, health & fitness, international trade, and product standards, and serves as liaison to international and national sports federations and government agencies. Mr. Cove also oversees the sports industry's premier research facility and appears regularly in national media and before Congress on the state of youth sports and physical activity trends in America. He led the legislative campaign to pass and annually fund the Physical Education for Progress (PEP) program, which delivered almost \$1 billion to innovative local school PE initiatives. He also directed the industry's landmark campaign to end child labor in sports equipment production around the world, for which SFIA received the 1997 Corporate Conscience Award. In the course of his more than thirty years in the sports and fitness industry, Mr. Cove co-founded two non-profit organizations dedicated to promoting youth physical activity and has served on the board of directors for more than 15 non-profit organizations. Prior to joining SFIA, he served on the staff of the U.S. Drug Enforcement Administration, the United States Senate and as a Presidential Management Fellow. He holds a M.P.A. from George Washington University and an B.A. in Economics from the University of Maryland.