

Alex Kerman Bio

Alex Kerman is the Director, Business Operations & Research for the Sports & Fitness Industry Association (SFIA). He leads SFIA's signature research efforts including The Physical Activity Council survey, measuring participation rates in the United States for 124 sports and activities, and The State of the Industry survey providing an overview on Sports & Fitness industry performance and issues of importance.

Alex also directs SFIA's Start-Up Challenge, an event that highlights the latest innovation in the industry, Soccer Industry Council of America and Pickleball Council, two groups comprised of the leading brands and governing bodies who create a forum to tackle industry challenges and work together to better their sport for all.

Furthermore, Alex manages business development efforts including membership renewals, SFIA largest revenue source, as well as event registration and research revenue.

Alex joined SFIA in 2015 and he holds an M.P.S. in Sports Industry Management from Georgetown University and a B.S. in Business Administration from American University. He also served as an Advisor/Judge for Stadia Ventures.