

Michael has dedicated nearly 15 years to the tennis industry, with eight of those years spent at the national office of the United States Tennis Association (USTA). Currently, he spearheads Digital Strategy and Innovation initiatives for the Community Tennis arm of the USTA. In this role, he aims to elevate the sport's presence and accessibility through digital experience and partnering with innovators in the industry. His role extends beyond organizational boundaries, as he endeavors to leverage the USTA's position as the National Governing Body for tennis to foster industry-wide growth and sustainability. With a career deeply rooted in tennis, Michael brings a wealth of experience and insight, embodying a passion for advancing the game both on and off the court.