

**Alex Kerman, Senior Director, Business Operations & Research, Sports & Fitness Industry Association (SFIA)**

Alex Kerman directs research programs at SFIA, which is widely recognized as America's leading authority on sports participation research. He oversees the Physical Activity Council survey, which tracks 124 sports and activities nationwide, and the comprehensive State of the Industry survey, which analyzes market performance and trends. He leads the Soccer Industry Council of America and the Pickleball Council, collaborating with major brands and governing bodies to address challenges and expand participation.

As Research Committee chair, Alex guides SFIA's research strategy and oversees business development initiatives spanning event registration, research revenue, and membership growth. He regularly presents insights and participation data to SFIA members, industry stakeholders, and the media.

Alex joined SFIA in 2015, bringing expertise from his M.P.S. in Sports Industry Management from Georgetown University and B.S. in Business Administration from American University.