

## **Todd Smith: President & CEO, SFIA**

Todd Smith is the President & CEO of the Sports & Fitness Industry Association (SFIA), the premier trade association for manufacturers, retailers, leagues, and brands in the sports and fitness industry. Smith oversees the organization whose mission is to support member companies and the communities they serve by driving growth in sports and fitness participation. SFIA provides access to thought leadership, advocacy and public affairs, research, and business services for more than 700 sporting goods and fitness companies throughout SFIA's membership network.

Smith joined SFIA in 2024 and brings a strong knowledge and passion for sports, fitness, and the communities they serve. Smith's extensive industry experience includes working across the professional sports sector with the NBA's Sacramento Kings, NHL's LA Kings, and MLS's LA Galaxy as a leader in sponsorships sales, marketing, and fan development.

Prior to joining SFIA, Smith served as Senior Vice President at the U.S. Chamber of Commerce, the world's largest business organization. In this role, he was a leader in expanding the association's membership network, creating new programs and resources for U.S. Chamber members, and advancing the advocacy and policy priorities of the business community.

Smith's comprehensive career experience provides him with a deep understanding of the needs of SFIA's members. He holds a master's degree in sports management from LSU and a bachelor's degree from UCLA.

