

Brooke Austin is the Director of Digital Business Development at the United States Tennis Association (USTA), where she leads strategic partnerships, data integrations, and the growth of the USTA Connect program-now spanning 40+ industry partners across the tennis ecosystem. She focuses on driving innovation that enhances the experience for players, coaches, parents, and industry stakeholders.

A former NCAA Team and Doubles National Champion, Brooke brings a unique athlete-to-executive perspective to her work. Her decorated collegiate and international playing career continues to shape her athlete-centric leadership style.

At USTA, she has led high-impact initiatives including Adult Red Ball expansion, cross-functional digital integrations, and national partner activations at the US Open. Brooke thrives at the intersection of sport, technology, and community, building scalable systems that strengthen the future of American tennis.