

Jim Baugh

Career Highlights and Accomplishments

Throughout my career, I have had multiple executive positions leading companies, divisions or associations of all sizes. Success is driven by an entrepreneurial approach, great leadership and marketing skills that bring people together to accomplish common goals. Is also a leader in initiatives to “Get America Moving” through national and local programs

Jim Baugh Consulting LLC – 2007 to Present

- Consulting business which works with various companies and organizations in the sports and leisure industry focusing on strategic approaches, planning, operations, product development, sourcing, sales, and marketing opportunities
- Utilizing contacts and relationships that have been created over the past 35+ years with successful brands, companies and associations
- Leverages a reputation of being successful, trustworthy, hardworking, with an passionate entrepreneurial approach
- Presently work for the PGA of America and Golf 20/20 as a consultant for Get Golf Ready and other golf initiatives; Also work with other companies in the sports and fitness industry
- Launched in January 2013 PHIT America, a new campaign to help overcome the obesity crisis and inactivity pandemic by increasing sport & fitness participation in America; this is the only campaign or cause this ever worked together on; to date, 135 companies have joined this cause
- A leader in initiatives to “Get America Moving” including securing legislation in Washington, DC, helping sport to grow participation, or rebuilding our physical education programs throughout America
- Served as a successful expert witness in a court case involving a professional sports celebrity

Tennis Industry Association (TIA) and United State Tennis Association (USTA) – 2004-2006

- President of TIA and Board member of the USTA
- Helped bring the entire industry and sport together to grow the game of tennis on a recreational level while building a more profitable industry
- Play Occasions are up 23% during these years; equipment sales up over 20%; launched 2 grassroots programs, Tennis Welcome Centers and Cardio Tennis
- As a result, tennis has become the *only traditional sport that has grown in participation in the past 10 years*

Sporting Goods Manufacturers Association (SGMA) Board of Directors -1998 - Present

- Helping to reshape the direction of the Association with new leadership and strategies
- Spearheaded the only grassroots, industry wide initiative, PE4LIFE, to increase sport and fitness programs throughout America
 - PE4LIFE is a foundation dedicated to rebuilding quality physical education programs

- Raised over \$600 million from the Federal Budget for PE (PEP Program) while working closely with leaders in Congress to rally support
- This program is the only program where major manufacturers and retailers have worked together.

Wilson Sporting Goods President - 1996-2003

- Responsible for leading and managing a very profitable \$1 billion global company including:
 - Global marketing, branding, sales, product development, sports celebrity endorsements, sourcing and strategic development for the Tennis, Golf, Team and Licensing Divisions
- Developed a uniform branding and marketing approach for all divisions
- Developed outstanding trade relationships as a key quality for all divisions
- Was directly responsible for the Wilson Golf business for 3 years
- Also served on the Amer (parent company) Strategic Board overlooking Atomic, Suunto, and recommending the acquisition of Precor
- Worked with major accounts to smaller pro shops
- Multiple trips to the Far East – great relationships with factories

Wilson Racquet Sports General Manager - 1987 to 1996

- Managed unprecedented growth from a 14% racquet share to over 50% share
- Launched breakthrough technologies with 3 racquets and footwear
- Responsible for all packaging, point of purchase and marketing efforts
- Worked with key athletes such as Sampras, Evert, and the Williams Sisters
- Worked with major accounts to smaller pro shops

Industry Consultant - 1984 to 1986

- Worked with and advised manufacturers on marketing, grassroots, and new products

Prince responsibilities - 1977 to 1983

- VP of Sales and Marketing leading Prince from \$6 to \$60 million in sales
- Developed breakthrough racquets and in other product categories (string, grips, etc.)
- Became the number 1 racquet brand in the USA
- Was also National Sales Manager and Manager of Dealer Relations

Converse - 1974-1976

- Area sales representative for northern New Jersey

Other Accomplishments

- In May of 2011, inducted into the ***Sports Industry Hall of Fame*** as one of the pioneers, innovators and leaders who helped build and grow the sporting goods industry. This award is the highest honor one can achieve in the sports industry
- Awarded from Rider University the institution's highest award, the "Distinguished Alumnus Award", given to those who have achieved *exceptional attainment in life* - January, 2002
- In 1997 *Sportstyle Magazine*, was rated the 7th most influential person in the sports industry
- In 1996, rated by *The Sporting Life* as "The Most Powerful Person in Tennis in the Past 25 Years".

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