



## Jim Baugh

### Career Highlights and Accomplishments

Throughout my career, I have had multiple executive positions leading companies, divisions or associations of all sizes. Besides having great leadership and management skills, my strengths are strategic thinking, marketing, sales, and product development. My success is driven by an entrepreneurial approach bringing people together to accomplish common goals.

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#### Jim Baugh Consulting LLC – 2007 to Present

- Consulting business which works with various companies and organizations in the sporting goods and leisure industry
- Focusing on strategic approaches, planning, operations, product development, sales, and marketing opportunities
- Utilizing contacts and relationships that have been created over the past 30+ years with successful brands, companies and associations
- Leverages a reputation of being successful, trustworthy, hardworking, with an passionate entrepreneurial approach
- Served as an 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% in the past 2 ½ years; equipment sales up over 20% launching 2 new grassroots programs
- As a result, tennis has become the *only traditional sport that has grown in participation in the past 5 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 PE programs in our schools
  - Raised over \$400 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, 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



**BUILDING HEALTHY STUDENT BODIES - ONE AT A TIME<sup>SM</sup>**

- 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
- Developed successful product in all other areas including accessories
- 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 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
- Worked with major accounts to smaller pro shops

#### **Converse - 1974-1976**

- Area sales representative for northern New Jersey
- Worked with major accounts to smaller pro shops

#### **Other Accomplishments**

- In 1996, rated by *The Sporting Life* as “The Most Powerful Person in Tennis in the Past 25 Years”.
- In 1997 *Sportstyle Magazine* also rated him the 7th most influential person in the sporting goods 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 2011, will be elected into the Sporting Goods Industry Hall of Fame as one of the pioneers, innovators and leaders who helped build and grow the sporting goods industry