Jeffrey J. Harrison

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**Strategic Leadership | Revenue Growth | Philanthropic & Business Development**

Results-driven executive with over 25 years of experience in sports, media, and marketing industries. Proven track record of strategic leadership in organizations with public, private, and non-profit sectors. Led process improvement and revenue growth initiatives in a variety of multi-task environments, including companies both in a start-up phase and established national enterprises, leading to a substantial increase in revenue.

Specialties: Broad-based multinational experience, strategic direction guiding the company toward its long-term goals. Effective decision-making, stakeholder management, and fostering a corporate culture that drives innovation, growth, and sustainable success.

***PROFESSIONAL EXPERIENCE***

# United States Tennis Association 2017-Present

### Senior Director, National Development, USTA Foundation

* Orchestrated a 200% revenue increase in six years, surpassing all goals for the advocacy and charitable entity of the United States Tennis Association.
* Diversified revenue streams through strategic corporate and foundation partnerships.
* Negotiated key partnerships, e.g., Jersey Mike’s Subs, resulting in over $8M of new revenue in three years.
* Restructured corporate sponsor relationships to align with strategic priorities and grassroots initiatives.
* Implemented a CRM for enhanced networking and increased revenue/giving at all levels.
* Elevated national visibility through targeted communications, media engagement, and strategic social channels.
* Successfully navigated purpose-driven business objectives during the challenging pandemic landscape.

# PRISM Partners, Philadelphia, PA 2011-2017

### Executive Director/Managing Partner

* Founded and led a management and marketing firm, driving strategic plans and revenue growth models.
* Developed and implemented policies and procedures for operational success.
* Ensured long-term management effectiveness through visionary legacy planning.

# WORLD TEAMTENNIS (WTT), Wilmington, DE 1997-2010

### Vice President, League Properties (2004-2010)

* Spearheaded 500% revenue growth in six years, managing a $15M/year operational budget.
* Drove national/regional/local revenue through innovative strategies across various channels.
* Established and led successful sponsorship sales strategies.
* Managed significant donor and corporate relationships, contributing significantly to the league’s financial success.

### General Manager, WTT (1997-2010)

* Directed strategic planning and management of three league-owned professional WTT franchises.
* Recruited/signed pro league players (Bob & Mike Bryan, Serena & Venus Williams, Andre Agassi, Pete Sampras), enhancing the league’s profile.
* Generated substantial revenue through effective sales, marketing, and corporate sponsorships.

### Executive Director, Billie Jean King World TeamTennis Charities (2002-2010)

* Established the charitable entity of WTT with Billie Jean King.
* Led grant award process and strategic growth initiatives.
* Managed successful fundraising events, raising over 1M+ annually from the Elton John Gala.

### COMMUNITY LEADERSHIP EXPERIENCE

### Co-founder, Down the Line and Beyond NJTL, Philadelphia, PA (2011-2022)

### Chair, Rodney Street Tennis and Tutoring NJTL, Wilmington, DE (2010-2012)

* Provided executive leadership for two youth tennis and education chapters serving under-resourced populations.
* Developed strategic plans, budgeting process, and character program frameworks.
* Recognized for leadership by leading character advocacy programs.

## EDUCATION

### B.S. Business Management, University of Delaware, Newark, DE (1994)

* Varsity Tennis #1 Singles and Doubles player, two-year Captain, and MVP
* 1993 NAC Doubles Champion
* 1994 Men’s and Women’s Varsity Tennis Assistant Coach