



## WHO WE ARE [▶ VIDEO](#)

Established in 2019, Pro Sports Assembly (“PRO”) is the association for professional sports business leaders. Members of PRO believe in the power of uniting as a force for good to create a stronger, healthier, and fairer future for the professional sports industry. The power of Pro Sports Assembly comes to life because PRO members champion their **individual** development, **organization**, and the **industry**. Collectively, PRO members set the standard for leadership excellence in professional sports.



Click to hear from PRO Governing Board Member Oracio Galindo of the LA Rams!



## WHY WE EXIST [▶ VIDEO](#)

The professional sports industry employs 150,000+ individuals across the US. This influential workforce contributes economic, cultural and political capital in meaningful ways, but it has historically faced existential threats operating in silos. To advance and reach its full potential, our industry must understand how the lack of inclusive collaboration on industry-wide issues such as leadership development and public policy creates unnecessary vulnerabilities. As the industry matures, modernizes, and integrates with other industries, systems and economies we can be better prepared with your leadership. We invite you to get in on the Game Plan for Leadership Excellence.

### — GAME PLAN FOR LEADERSHIP EXCELLENCE —

#### ENGAGE

with a network of committed & ambitious leaders to produce significant growth & development opportunities.

#### EMPOWER

leaders with programs, services and space to create standards to safeguard the industry.

#### EDUCATE

train, and certify the workforce to support recruitment and retention.

#### EQUIP

leaders of various tenures and ranks with essential research, tools, & subject matter expertise to navigate and transform the industry.

#### ELEVATE

and advance a wholistic industry culture that values, diversity, equity and inclusion to create a fair future.

## WHAT WE DO [▶ VIDEO](#)

We are **creating economies of scale and scope** for members around learning, research, and leadership development. Being member-led and member-driven, we partner with inclusive leaders across sport, geography, tenures, ranks, and disciplines to safeguard, strengthen and protect their organizations and the industry.

## HOW WE DO IT

Being member-led and member-driven brings the power of PRO to life. Members gather in-person and virtually for:

- PROFESSIONAL CREDENTIALS
- LEARNING COHORTS
- THINK TANKS

- RESEARCH & WORKSHOPS
- RETREATS & SUMMITS
- MEDAL OF LEADERSHIP AWARDS

— LEADERSHIP FOR PROFESSIONAL SPORTS, BY PROFESSIONAL SPORTS LEADERS. —

APPLY FOR MEMBERSHIP

BECOME A PARTNER