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**Former USTA Marketing Exec Sue Hunt
Named Chief Marketing Officer at Universal Tennis**

Universal Tennis announced today former USTA marketing exec Sue Hunt has been named its Chief Marketing Officer. Hunt will oversee the digital and marketing efforts for Universal Tennis and its Universal Tennis Rating (UTR), a new system for rating players worldwide.

“Sue is uniquely qualified to lead our marketing efforts,” said Universal CEO Bruce Waschuk. “She understands the power and global impact UTR can have throughout tennis from junior competition, recreational play of all ages and the college and professional levels.”

UTR, the tennis equivalent to a golf handicap, feature 16 levels that can track a player’s progression from introductory junior competition (red ball tournaments) to the top level of professional tennis. UTR is currently being utilized by a growing number of governing bodies around the world including the Lawn Tennis Association in Great Britain, Tennis Canada, 6 USTA Sections and the Intercollegiate Tennis Association.

“I am thrilled to be part of such an innovative and progressive company. UTR has listened to the many voices in tennis looking for a new system that was made for all players to ensure great competition,” said Hunt. “Having over 2,700 ratings worldwide is not the approach a modern company would endorse and moving to a universal rating will allow all to enjoy level based play.”

Hunt worked at the USTA for 9 years, most recently as its Chief Marketing Officer from 2011-15. She worked across all channels to grow and market the association's endeavors both in the professional and community realms, including the development and execution of the "It Must Be Love" advertising campaign for the US Open and the Emirates Airline US Open Series. She also has orchestrated and oversaw the development of a marketing and advertising campaign for the USTA's youth tennis initiative with a series of television and digital marketing elements advocating changes in the game to get more kids involved in tennis at a younger age.

Prior to joining the USTA, Hunt held marketing and sales positions at various posts, working for Proctor & Gamble, Unilever, Kraft and L'Oreal USA.

Hunt graduated from the University of Connecticut with a degree in economics. Her husband, Scott Slobin, is a teaching pro in Fairfield, Conn., where the couple lives with their three children.

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About Universal Tennis:

We at Universal Tennis believe that good competition is the key to developing tennis players. The Universal Tennis Rating® (UTR) system delivers that critical component by facilitating [level-based](#) match play.

Over the last 10 years, UTR has recorded more than [3.5 million tennis results](#) from professional, collegiate, and national-, sectional-, and district-level junior tournaments, as well as high school play in 202 countries. Our [research has shown](#) grouping players according to ability rather than their age, produces the highest percentage of competitive matches. Whereas those with a wider range (more levels) of skill generate fewer competitive contests. UTR is the simplest, most effective method available for matching players by level of skill.