

## Board Profile: Justin Prettyman



### Introduction:

Justin Prettyman is a brand innovator and social impact strategist with extensive experience in revenue growth and budget management in the private and nonprofit sectors. With over 20 years of experience in professional sports and corporate engagement, Justin has lead transformations for iconic brands and developed go-to-market strategies for some of most recognizable athletes in sports. Prettyman is responsible for raising over \$200M through corporate partnerships, building and delivering P&L growth, and managing organizational restructuring. He brings considerable Board experience and has served as on executive, investment, development, and adhoc committees.

### Professional Background:

- Served as Assistant Director of Marketing and Development at the Boston Red Sox Foundation for 11 years, showcasing his dedication to sports philanthropy and community engagement.
- Won the inaugural MLB Commissioner's Award for Philanthropic Excellence and the Robert Wood Johnson Award for Best Team Charity in Professional Sports in 2010.
- Architect of nonprofit Boards of Directors including CEOs of Fortune 500 companies.

### Notable Achievements:

- 2019 - 2023 San Francisco Business Times Top 50 Corporate Philanthropist
- 2017 – 2023 Silicon Valley Business Journal Top 50 Corporate Philanthropist
- 2017 ESPN Sports Humanitarian Team of the Year.
- 2015 Beyond Sport Team of the Year and received the Robert Wood Johnson Foundation Steve Patterson Award for Sports Philanthropy in 2014

### Education:

- Suffolk University Bachelor's degrees in public relations/Image Management and Political Science.
- Harvard Business School Executive Education - Strategic Perspectives in Nonprofit Management.
- Santa Clara University Executive Education - Black Corporate Board Readiness

### Professional Affiliations:

- AT&T California Connectivity Council, creating strategic opportunities to deliver technology to underserved communities

- Board Member of Silicon Valley Education Foundation (SVEF), contributing to STEM education and student empowerment.
- Member of the Board of Directors for MENTOR California, promoting youth mentoring.
- Board Member of 49ers Academy, supporting students' academic and personal success.

**Philosophy and Vision:**

Justin Prettyman is committed to the mission of positively impacting businesses and the communities they reside in through strategic philanthropic investments and the power of brand influence. He believes in using sports as a catalyst for positive change and empowering the next generation through establishing fundamental business acumen and mentorship.

**Summary:**

Justin Prettyman's extensive experience in leading revenue growth strategies and social impact initiatives via sports, sponsorships, and corporate culture transformations makes him a valuable addition to any board. His ability to leverage the unique influence of corporate for philanthropy, combined with his dedication to governance and investment design, positions him to contribute effectively to the growth and success of the any corporate board.