

## **Max Eisenbud.....Vice President, IMG Tennis**



A graduate of Purdue University where he earned a full tennis scholarship, Eisenbud joined IMG in 1999. As part of his training, IMG sent Eisenbud to the Bolletieri Tennis Academy in Bradenton, Florida, to monitor and recruit junior players in the IMG Elite Junior Tennis Program where Eisenbud started working with Maria Sharapova at the age of 11.

Eisenbud was promoted to vice president in early 2004. He has been recognized in advertising and marketing community as “40 under 40” and was named one of the “top 50 marketers” by Ad Age in 2005.

Max’s clients, Maria Sharapova and Li Na, are currently the two highest paid female athletes in the world. Eisenbud acts as CEO of the new highly successful premium candy line Sugarpova by Maria Sharapova.

His client list also includes: American rising star Madison Keys, Ajla Tomljanovic, and 14-year old Russian prodigy, Maria Shishkina.

Eisenbud lives in Miami, FL with his wife and two kids.