

Jen Brooks, CMAA

Twitter: [@JenBrooks_1](#)

Instagram: [@JenBrooksLLC](#)

Website: jenbrooks.com

Jen Brooks is a **Certified Master Athletic Administrator** and a nationally recognized leader in high school sports. With over 30 years of experience as the Athletic Director at Ursuline Academy in St. Louis, Missouri, she has redefined what leadership looks like in education-based athletics—especially for women.

Her accolades speak volumes:

- 🏆 2020–21 Missouri Athletic Director of the Year
- 🏆 2021–22 NIAAA Bruce Whitehead Distinguished Service Award
- 🏆 2022 NIAAA State Award of Merit
- 🏆 2022 St. Louis Business Journal's Top 25 Most Influential Women in Business
- 🏆 2023 NFHS Citation Award

Jen is the **Founder and CEO of the Global Community of Women in High School Sports**, a powerful network dedicated to supporting women in athletic leadership and amplifying male allyship. Through Master Classes, national programming, and partnerships with leading organizations, she's helping women claim space, stay in the profession, and lead boldly.

Through her consulting business, **Jen Brooks, LLC**, she delivers compelling keynotes and strategy sessions rooted in experience, storytelling, and bold calls to action. Her signature presentation, *"Creating and Claiming Space for Women in High School Sports,"* has inspired audiences from coast to coast.

Jen currently serves as **President-Elect of the Missouri Interscholastic Athletic Administrators Association (MIAAA)**, becoming only the second woman and the first private school athletic director to hold this position in the organization's 52-year history. She also serves on the **NIAAA Mentorship Committee**, helping shape national mentorship efforts for new athletic directors.

Jen serves on the board of the **Disabled Athlete Sports Association (DASA)** and her national speaking engagements include the **National Athletic Directors Conference**, **WeCOACH High School Leadership Academy**, and the **NFHS Girls and Women in Sports Summit**.

Key Accomplishments

- Certified Master Athletic Administrator (CMAA)

- President-Elect, Missouri Interscholastic Athletic Administrators Association (MIAAA)
 - Founder & CEO, Global Community of Women in High School Sports
 - Member, NIAAA Mentorship Committee
 - NIAAA Distinguished Service Award Recipient
 - NFHS Citation Award Recipient
 - St. Louis Business Journal's Top 25 Most Influential Women in Business
 - Co-Founder, MIAAA Women's Coaches Association
 - National & State Conference Speaker & Presenter
-

Affiliations & Certifications

- Member, MIAAA and NIAAA
 - NIAAA Leadership Training Course Instructor
 - CPR, First Aid, and AED Certified
 - NFHS Accredited Interscholastic Coach, Levels 1 & 2
-

Jen lives in St. Louis, Missouri, with her husband of 29 years, Don. They are the proud parents of Nora and Luke. When she's not leading or mentoring, you'll find Jen reading a great book, riding her Vespa (named Francesca), or enjoying bourbon and good food with friends.