

Jen Brooks, CMAA

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Jen Brooks is a Certified Master Athletic Administrator and a trailblazer in high school athletics. With over 30 years of experience as the Athletic Director at Ursuline Academy in St. Louis, MO, Jen has redefined leadership in sports. Her accolades include the 2020-21 Missouri Athletic Director of the Year, the 2021-22 NIAAA Bruce Whitehead Distinguished Service Award, the 2022 NIAAA State Award of Merit, the 2022 St. Louis Business Journal's Top 25 Most Influential Women in Business, and the 2023 NFHS Citation Award.

Jen is the founder and CEO of the Global Community of Women in High School Sports, a transformative platform dedicated to fostering women in sports and promoting male allyship. She also spearheads Jen Brooks, LLC, where she leads dynamic conversations and presentations, including her signature concept, "Creating and Claiming Space for Women in High School Sports."

As the Mentor Coordinator for the Missouri Interscholastic Athletic Administrators Association (MIAAA), Jen has guided over 150 new Athletic Administrators annually. She is also a member of the NIAAA Mentor Committee and serves on several boards, including the Disabled Athlete Sports Association (DASA) and Game Changer Athletes.

Her speaking engagements span national platforms such as the National Athletic Directors Conference, the WeCOACH High School Leadership Academy, and the NFHS Girls and Women in Sports Summit. Jen's passion for leadership, mentorship, and advocacy for women in sports continues to inspire change across the nation.

Key Accomplishments

- Certified Master Athletic Administrator
- Founder, Global Community of Women in High School Sports
- Mentor Coordinator, Missouri Interscholastic Athletic Administrators Association
- 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
- Presenter and Speaker at National and State Athletic Conferences

Affiliations and Certifications

- MIAAA and NIAAA Member
- Leadership Training Course Instructor for NIAAA
- CPR, First Aid, and AED Certified

- Level 1 and Level 2 Accredited Interscholastic Coach (NFHS)

Jen resides in St. Louis, MO, with her husband of 29 years, Don. Together, they are the proud parents of Nora and Luke. In her free time, she enjoys books, great food, bourbon, and riding her Vespa.