

Fred Whitfield



A talented sports executive with experience as a player, coach, agent, sports marketer and basketball operations administrator, Fred Whitfield was named President & Chief Operating Officer of Bobcats Sports & Entertainment in July of 2006. In this role, Whitfield oversees all operations for the Charlotte Bobcats, Time Warner Cable Arena and the Bobcats Youth Foundation.

A native of Greensboro, North Carolina, Whitfield brings a portfolio that includes Brand Jordan, a division of Nike, Inc.; the Washington Wizards; Nike Basketball; Falk Associates Management Enterprises (F.A.M.E.); a private law practice; Achievements Unlimited Basketball School; and the FBR HoopTee Celebrity Golf Classic.

FBR HoopTee Celebrity Golf Classic.

Prior to joining the Bobcats, Whitfield served as Director of Business and Legal Affairs for Brand Jordan, where he managed endorsements and sports marketing strategy and execution for the elite division of Nike. Brand Jordan's clients include some of the top athletes in professional sports, including Ray Allen, Carmelo Anthony, Marvin Harrison, Richard Hamilton, Derek Jeter and Roy Jones, Jr.

From 2000-2003, Whitfield served as Director of Player Personnel & Assistant Legal Counsel for the Washington Wizards. While there, he was responsible for the team's salary cap administration and managing contractual issues. He is widely credited with turning around the team's troubled salary cap situation, enabling that franchise to rebuild through trades and free agency.

Prior to that position, Whitfield served as Director of Player Development for Nike Basketball, where he was responsible for negotiating endorsement contracts and overseeing business relationships for more than 150 NBA players. His career in sports began with F.A.M.E., one of the industry's most prestigious sports management firms, as Director of the Carolinas Region, based in Charlotte. Prior to joining F.A.M.E., Whitfield established and managed a successful law practice in Greensboro.

True to his Carolina roots, the Southeast Guilford High School graduate is the Founder and Director of Achievements Unlimited Basketball School, a camp in Greensboro for kids that combines the teaching of fundamental basketball skills with an emphasis on the importance of academics and living a life free of substance abuse. Numerous sports celebrities visit annually, including Michael Jordan, Jon Beason, Greg Anthony, Mike Rucker, Alonzo Mourning, Dre Bly, Chris Paul and Dell Curry. Achievements Unlimited will be celebrating its 25th anniversary in July 2009.

A 1980 graduate of Campbell University, Whitfield was an all-south, team MVP and captain basketball player and was inducted into the school's Sports Hall of Fame in 1995. He earned a B.B.A. degree in Economics and then completed his M.B.A. at Campbell in marketing while serving as Assistant Basketball Coach for the Camels. From there, he graduated with a Juris Doctor degree from North Carolina Central University School of Law where he served as Student Bar Associate President.

Whitfield and his wife Mary reside in Charlotte.