

Al Kidd is the President & CEO of the Sports Events & Tourism Association (Sports ETA). He joined Sports ETA in April 2017, bringing more than 35 years of advertising, sales, marketing, venture capital investing, risk management, executive leadership and non-profit experience to his role with the association.

Kidd manages the strategic and financial direction at Sports ETA, while overseeing events, education, marketing and communications, membership, and sponsorship. Since joining Sports ETA, Kidd has repositioned and rebranded the association establishing a more inclusive brand to lead the sports events and tourism industry and its membership. He has also implemented a new strategic plan, 2020 Vision, to advance the future of sports tourism.

Kidd serves on the board of directors for USA Fencing, and the International Association of Event Hosts (IAEH).