

Morgan Brannon

Director of Marketing and Data Analytics

Morgan was born and raised in the Triad Region of North Carolina, where she developed a passion for tennis from an early age. She spent her summers on the tennis courts with her Nana and brother, and as a teen played for Hamilton Lakes Tennis Club. She attended the University of North Carolina at Greensboro, where she graduated summa cum laude with a B.S. in Business Administration and Disciplinary Honors from the Lloyd International Honors College.

Upon graduation, Morgan fell in love with marketing while working at a tech start-up in Winston-Salem, NC. In 2020, she followed her heart and enrolled in the Master of Public Administration program at the University of North Carolina at Chapel Hill and graduated with her MPA in December 2022. She began working for the USTA NC in March 2022 and has loved every second. Balancing work, school, and life is the most fulfilling challenge, and she is grateful every day that she has the opportunity to pursue her dreams and interact with so many incredible people along the way.

GET TO KNOW MORGAN

Who is your favorite professional tennis player?

Billie Jean King; John Isner

What is your favorite part of your job?

I love interacting with members of the tennis community - everyone is so friendly! I admire the passion for growing tennis and making the sport more accessible to all.

What do you like to do in your free time?

I love to stay active - through tennis, strength training, fitness classes, walking my dog, running, hiking - anything that keeps me moving. I also love learning, so I'm always reading and trying new things.

What is your dream vacation?

Anywhere tropical!

What actor would play you in a movie about your life?

I had a teacher in high school that called me Katniss because he said I looked like Jennifer Lawrence's character in the Hunger Games, so I'll go with J-Law.

