

Candace Kaufman

Director of Marketing



Candace joined the USTA North Carolina Tennis Staff in April of 2019 as the Director of Marketing. She has a degree in Marketing and Graphic Design from Appalachian State University and a Masters in Holistic Nutrition from her days developing products for a snack food and natural body care company. Candace has worked for a variety of ad agencies and large companies over the years developing products and marketing brands. As a Brand Manager and Consumer Brand Strategist she has worked with a variety of companies over the years creating marketing promotions with Nascar, the NBA, MLB and WTA.

Her commitment to marketing brands once led to her jumping out of a plane in a giant lizard costume and training with a skydiving stunt team. Candace has two grown children, Meredith and Corey, and lives in a tiny house in the Sauratown Mountains of North Carolina with her 5 rescue cats. She is excited to bring fresh new marketing ideas to help grow tennis in North Carolina.

GET TO KNOW CANDACE

Who is your favorite professional tennis player?

After watching his interactions with the fans at the Winston-Salem Open, Tiafoe became my favorite. He is genuinely a really nice guy!

What is your favorite part of your job?

I've been so fortunate to be part of the USTA and the ability to be creative and execute new ideas at NC Tennis.

What do you like to do in your free time?

Outdoor activities like hiking, kayaking, camping, etc.

What is your dream vacation?

Storm chasing in the midwest.

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

Meryl Streep

