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Groenefeld Signs With ITMS Sports



Anna-Lena Groenefeld

By Tennis Week
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Anna-Lena Groenefeld is returning to her roots for representation. The 21st-ranked German has signed on with Frankfurt-based ITMS Sports, effective immediately. As part of the relationship, ITMS Sports will seek endorsement, sponsorship, licensing, television and other off-court opportunities for the 20-year-old Groenefeld, a native of Nordhorn, Germany.

The sport marketing agency will also handle media relations and marketing for Groenefeld, who won the 2003 Roland Garros junior title and reached No. 1 in the ITF junior rankings the same year. ITMS Sports will work in close partnership with Groenefeld's worldwide management and on-court agent ITUSA in representing Groenefeld's interests.

"I am excited to begin a relationship with ITMS Sports," said Groenefeld. "They have a strong record in my home market and are proven professionals in the world of sports marketing. I feel confident that that they will bring the same type of commitment to representing me as I bring to my tennis career and look forward to working with them."

After reaching the Beijing final last week, Groenefeld rose to No. 19 in the world to become the first German woman since Anke Huber in 2001 to crack the top 20.

"Anna-Lena has the potential to become the most recognizable women's sports star from Germany," said George S. Pascal, President of ITMS Sports. "She has poise and good looks, is an extraordinarily bright, amiable, young woman and extremely successful in the leading global sport for women. We are looking forward to working with her and ITUSA in doing some distinctive things in the future."

A three-time finalist (Luxembourg, Beijing and Pattaya) and two-time semifinalist (Hyderabad and Stanford) in 2005, the Nordhorn native has improved her ranking from 75 at the beginning of the year to her current rank of No. 21. Coached and managed by Rafael Font de Mora, President of ITUSA, the big-serving Groenefeld has established herself as one of the most dynamic doubles players on the WTA Tour reaching the Top 10 in September. Groenefeld reached the women's doubles semifinals at both Wimbledon and the U.S. Open with Martina Navratilova this year and captured three titles at Pattaya, Toronto and Bali, all with different partners.

Established in 1991, ITMS Sports has 14-plus years of experience in marketing and managing the careers of world-class athletes and currently represents selected international players on the professional tennis circuits. Tina Fischer, the first German to win on the LPGA tour, and Mitch Franke, the first German baseball player to sign with a major league team are among the German elite professional athletes that ITMS Sports has represented.

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