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**BILLIE JEAN KING LEADERSHIP INITIATIVE ANNOUNCES HIRING OF SHERICE PERRY AS EXECUTIVE DIRECTOR**

***Former Obama Administration Appointee Brings Proven Experience as a Champion of Change***

**February 24, 2016 (NYC)** – Today, the Billie Jean King Leadership Initiative (BJKLI) announced that it has hired Sherice Perry as Executive Director. Ms. Perry will be tasked with leading the organization and working in partnership with founders Billie Jean King, Ilana Kloss and Teneo. Ms. Perry joins BJKLI from the Obama Administration where she has spent the last four years at the U.S. Department of Health & Human Services (HHS).

“Sherice brings a wealth of hands-on experience and strong connections to BJKLI”, said co-founder Billie Jean King. “She has passion and purpose for her new role and we are looking forward to having her lead the organization.”

At HHS, Ms. Perry directed specialty media outreach in the Secretary’s Public Affairs Office. As the Director of Specialty and Broadcast Media, Ms. Perry managed the Secretary’s broadcast portfolio and media engagement with diverse audiences. She also worked with the White House, other government agencies, and external partners to plan and execute events designed to reach underserved communities with information about how the Department’s programs and initiatives could help them lead healthier lives. Prior to joining HHS, Ms. Perry served as the Health Equity Program Manager at Families USA. Her experience also includes positions at the National Cancer Institute’s Cancer Information Service and Burness Communications, a public relations firm that supports nonprofit organizations. A native of New York, Ms. Perry has a bachelor of arts degree from the University of Pennsylvania and a master’s degree in public policy from Georgetown University.

“Billie Jean King is a timeless advocate for positive social change,” said Ms. Perry. “Her career both on and off the court has inspired generations. I am honored to join her and the team at Teneo to lead the Billie Jean King Leadership Initiative as we continue to rally for a more inclusive working world.”

BJKLI was founded in 2014 by King and her partner Ilana Kloss, in partnership with Teneo, to move the needle on issues impacting diversity and inclusion by inspiring future leaders and motivating those in positions of power to promote diverse identities and challenge the status quo. Kim Davis, Senior Managing Director and Head of Teneo’s Inclusive Leadership practice, has served as BJKLI’s Interim President since the initiative was founded and will continue to stay involved as a Senior Advisor and member of the BJKLI’s leadership team.

Members of the Billie Jean King Leadership Initiative Advisory Board include: Paul Keary, Vice Chair, Co-Founder and COO of Teneo Holdings; Pablo Salame, Global Co-Head, Securities Division, Goldman Sachs; Christiane Amanpour, Chief International Correspondent, CNN; Jason Collins, Former NBA Player and Civil Rights Advocate; David Furnish, Chairman, Elton John AIDS Foundation and CEO, Rocket Entertainment; Margo Georgiadis, President of Google Americas; Maritza Gomez-Montiel, Former Vice

Chairman and Deputy CEO of Deloitte; Sir Elton John; Jonathan Kraft, President, The Kraft Group; Robert McCann, Chairman, UBS Group Americas; Pat Mitchell, Founder and CEO, POW! Strategies; Robin Roberts, Anchor, ABC's *Good Morning America*; Andy Roddick, U.S. Open Champion; and Michael Strautmanis, VP of Civic Engagement for the Obama Foundation.

For more information on the Billie Jean King Leadership Initiative, visit [BJKLI.org](http://BJKLI.org).

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