



NEWS RELEASE

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ATP APPOINTS ENO POLO AS CHIEF EXECUTIVE OFFICER

LONDON: The ATP has today announced the appointment of Eno Polo as its new Chief Executive Officer (CEO), effective immediately.

Polo brings extensive global leadership experience across sport, fashion, and consumer industries. Since 2021, he has served as a Player Representative on the ATP Board of Directors, a role that has provided him with a deep understanding of the ATP's operations, stakeholder landscape, and long-term strategic priorities. This experience positions him uniquely to step into the CEO role with immediate impact and continuity.

As CEO, Polo will oversee the ATP's global operations and continue to drive OneVision – a transformative plan designed to grow the sport, elevate fan engagement, and deliver long-term value for players, tournaments, and partners across the Tour.

"Eno is a dynamic and accomplished leader who understands both the commercial landscape and the intricacies of professional tennis," said Andrea Gaudenzi, ATP Chairman. "His tenure on the ATP Board has given him direct insight into the sport's challenges and opportunities. This is an exciting time for tennis, with significant opportunities ahead amid a changing landscape. We are delighted to welcome Eno as CEO as we continue to advance the sport through our OneVision strategy."

"Tennis is at a transformative moment as a global sport and business. The opportunity that lies ahead is immense," said Eno Polo. "Having had the privilege of working closely with players and tournaments, I know the power of collaboration. It's an honour to step into this role as ATP CEO and help lead the organisation in its next phase of growth."



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A former professional tennis player, Polo was born and raised in Kenya and represented the Kenyan national team in Davis Cup competition, before embarking on an international business career. He has since held senior leadership roles at Nike, Juventus F.C., Havaianas, Global Brands Group and LeDap, among others.

Polo succeeds Massimo Calvelli, who stepped down as CEO in June 2025 following more than five years of leadership. He will be based at the ATP's London office.

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About The ATP

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

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