

SportsEdTV Appoints Don Jones to Board of Directors

Noted retail and consumer products executive tapped by Miami-based company



Miami, Jan 23, 2019 (Issuewire.com) - SportsEdTV has appointed Don Jones, Founder, Chairman and Managing Director of Verite Capital Partners to its Board of Directors. With this appointment, Jones joins a board whose members are uniquely qualified to advise the senior management team of Miami-based *SportsEdTV*, which launched its free sports instruction video website last September.

“The appointment of Don is significant for our company,” said Chairman and Chief Marketing Officer Robert Mazzucchelli, “because he brings decades of management and business growth experience.” He added, “He will provide insights that will help us make informed and thoughtful decisions as we reach critical milestones and inflection points at *SportsEdTV*. I’ve known Don for years and have great respect for his judgment as a person and business leader.”

“*SportsEdTV* has uncovered a rare opportunity to make a game-changing impact in an industry that has yet to produce a global, leading brand,” said Jones. He added, “The management team is unusually experienced for an early stage company, and they possess expertise in all the functions required to excel in their business. This team has cracked the code and will set a new standard for sports

[instruction video](#), while changing the learning paradigm in sports education globally.”

Jones has enjoyed a long and successful career in retail, beginning in 1969 as a janitor at Fischer’s Men’s Shoes in Louisville, Kentucky. During the next four decades, he has held senior management positions at retail giants GAP, Target, IKEA and Macy’s. Jones’s C-level experience includes jobs as President of Buckler Jeans, COO of Detroit Optical, President & COO of Frederick’s of Hollywood, Chairman of the Board of Walt’s Roast Beef, CEO at Rufus & Co. and Chairman & CEO of Total Apparel Group, among others.

He is also an experienced board member, serving as Chairman of The Connecticut Retail Merchant’s Association’s Charitable Foundation, Director of The New York City Investment Fund, Director of Elaine Turner Designs, Director of amenity Skincare and Director of Trinity High School Foundation, where he is a member of the school’s Hall of Fame.

About SportsEdTV: [SportsEdTV.com](#) provides free, world-class, [online video instruction](#) in over thirty sports. Our expert coaches teach technique, strategy, tactics, strength and conditioning, nutrition, mental toughness, and the unique lifestyle complexities of being an athlete to competitors and sports participants at all levels, from beginner through professional. Everyone can improve by watching our videos. Our “tips of the day” and video analysis of great champions are insightful, and viewers can enjoy our fun “play of the day” features and global news updates on their favorite sports, teams, and events. It’s great for athletes, coaches, and parents looking for an edge.

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