

Strategist, Media Analyst, Craig O'Shannessy Named SportsEdTV Senior Contributor

Brings Brain Game Tennis Coaching to SportsEdTV



San Jose, Jun 2, 2020 ([Issuewire.com](https://www.issuewire.com)) - [SportsEdTV](https://www.sportsedtv.com) Craig O'Shannessy, the developer of *Brain Game Tennis* and *The 25 Golden Rules of Singles* among a collection of technology inspired tennis strategy and tactics coaching guides, is now a Senior Contributor to [SportsEdTV](https://www.sportsedtv.com), the online sports education leader.

"Craig is widely recognized as a world leader in teaching tennis tactics and his addition to an already strong tennis team widens our lead in the online world of tennis instruction," said Robert Mazzucchelli [SportsEdTV](https://www.sportsedtv.com) Founder and Chairman in announcing O'Shannessy's appointment.

His expertise is evidenced by the analyst roles he has played for New York Times, Live at Wimbledon, and his coverage of Masters and Grand Slam finals for The Association of Tennis Professionals.

"I have watched Craig research thousands of tennis matches using Dartfish Match Tagging software to unlock the secrets of tennis and uncover the patterns and percentages that really matter. It's no wonder

he's thought of as a tech-teaching pioneer," says [SportsEdTV](#) CEO Victor Bergonzoli

Craig was on the coaching staff of Team Djokovic from 2017-19, helping guide the Serb back to the No. 1 ranking in the world and four Grand Slam victories, including back-to-back Wimbledon titles. Craig also works with Top 10 player Matteo Berrettini, helping guide the Italian into the Top 10 in 2019.

"I'm excited to share my insights with tennis players at our anytime anywhere [SportsEdTV](#)," O'Shannessy said.

About [SportsEdTV](#): SportsEdTV exists to help athletes, coaches and parents LEARN, WIN and CELEBRATE. We don't expect everyone who uses our learning tools to become a world champion - that's not our mission.

We do expect people who use our educational resources to become their own champion, by whatever definition they view success in their chosen sport. For some, success is making the varsity team, for others, it's becoming country champion, and for others still, it may simply be gaining proficiency at a sport that offers a lifetime of fun and fitness.

To us, no matter your aspirations in sport, if you are striving to improve, you are winning! As a leading sports education media company, we provide FREE video and blog content to anyone in the world with an internet connection. We also offer a global online community, where athletes, parents and coaches can interact, connect, chat, share content and find new friends.

SportsEdTV videos feature coaching from world-class coaches and athletes - many of whom are or have coached world-champions - and have been watched by viewers in every country in the world.

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