



Kenny Holdsman
President and Founder,
Philadelphia Youth Basketball

Kenny Holdsman has devoted the past two decades of his career to the empowerment of young people, especially lower-income kids of color, through education, leadership and character development, coaching and mentorship, family involvement, and high-quality opportunities both in schools and in communities. He has held senior positions in the School District of Philadelphia; the Academy for Educational Development, a global non-profit; and two local sports-based youth development organizations.

Currently, Kenny is the President, CEO, and a founding board member of Philadelphia Youth Basketball, Inc. PYB is a relentless and innovative youth development and community empowerment enterprise designed to create opportunities for young people, especially those from under-resourced families and communities, to reach their full potential as students, athletes, and positive leaders..

Before initiating the establishment of Philadelphia Youth Basketball with a like-minded and diverse group of co-founders, Kenny served as the President of Legacy Youth Tennis and Education (formerly Arthur Ashe) from February, 2009 to June, 2015. Prior to joining Legacy, Kenny was a Senior Program Officer and Director of the Youth Engagement Team for the Academy for Educational Development in Washington, DC and New York City. Earlier, he was Director of Service-Learning and Freedom Schools for the School District of Philadelphia (1998-2003), an Adjunct Faculty Member at Temple University's College of Education (2001-2002), an Associate Attorney at Ballard Spahr Andrews & Ingersoll in Philadelphia (1996-1998), and Legislative Director for U.S. Congressman Robert E. Andrews in Washington, DC (1990-1993). Kenny received his B.S. in Economics from Lehigh University in 1989, and a J.D. from Temple University Law School in 1996.

In addition to his formal responsibilities with PYB, Kenny is a co-founder and board member of the Philadelphia Youth Sports Collaborative and member of the City-Wide Youth Sports Task Force, and for eight years served as a volunteer coach and program founder/coordinator of Rise Up Basketball in Mt. Airy. Kenny



**Philadelphia
Youth Sports
Collaborative**

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also has spent many seasons coaching young people in the Mt. Airy Baseball program and the Phillies Reviving Baseball in the Inner City program.

Kenny has been married to Amy Tress Holdsman for the past 26 years. Amy and Kenny are the proud parents of two sons. The Holdsmans have lived in the Mt. Airy neighborhood of Northwest Philadelphia for the past 22 years.