



Christy Keswick – COO



[Christy Keswick](#) is a founding member and Chief Operating Officer of [Good Sports](#), a national nonprofit that gives all kids the lifelong benefits of sport and physical activity by providing new equipment, apparel and footwear to those most in need. Ms. Keswick is responsible for guiding organizational strategy, corporate partnership development and marketing, and has helped to grow Good Sports to a multi-million dollar nonprofit serving millions of kids across 50 states.

As part of the founding executive team, she has built and maintained mutually beneficial partnerships with Fortune 500 companies, leading sporting goods manufacturers and professional sports franchises including the Washington Redskins, Atlanta Falcons, Tampa Bay Rays, and the Philadelphia Eagles. She also works closely with sports agents to bring on board numerous professional sports ambassadors to support the cause. These organizations and individuals help deliver equipment to kids and promote active lifestyles, while also serving as role models and providing positive inspiration.

Prior to joining Good Sports, Ms. Keswick worked as a management consultant helping companies facing various strategic and operational issues across many industries in the for-profit sector. She serves on other nonprofit boards including the Board of Directors of Zoo New England and Crossroads For Kids and the Advisory Board of 1647. As an industry thought leader, Ms. Keswick frequently speaks on matters concerning “doing well by doing good,” entrepreneurship, and other strategic management and marketing topics. She is a graduate of Georgetown University and currently resides in Milton, MA with her husband and son and spends her weekends on the sidelines of soccer games.