

Jessica Holtz

Co-Head of Basketball, CAA Sports

Jessica Holtz is a trailblazing sports executive and talent agent who serves as Co-Head of Basketball at Creative Artists Agency (CAA Sports), one of the world's premier sports and entertainment agencies. Based in CAA's New York office, Holtz represents many of the top names in basketball and has established herself as one of the most influential women in sports representation.

A New Jersey native, Holtz grew up in New Jersey until the age of 12, where her early love of sports helped shape the career that would eventually take her to the highest levels of the professional sports industry. She has spoken about growing up as a passionate New York sports fan, particularly sharing her father's love of the Knicks, Jets, Mets and Rangers. Her connection to New Jersey and the New York sports community remains an important part of her personal story.

Holtz began her professional career at the National Basketball Association, where she worked from 2007 to 2011. Originally pursuing sports journalism, she attended Penn State University and earned a degree in Sports Journalism, with minors in Spanish and International Studies. After discovering that her interests were better suited to the business side of sports, she transitioned into player marketing, where she worked on appearances, marketing partnerships, public relations and community initiatives for NBA players.

She subsequently joined Excel Sports Management as a Senior Director of Marketing before joining CAA Sports in 2014. At CAA, Holtz initially focused on marketing and off-court opportunities for NBA stars before expanding into player representation. Today, she represents some of basketball's most recognizable athletes, including Devin Booker and Karl-Anthony Towns, both on and off the court, while also working with other elite NBA talent.

Holtz made history in 2022 when she negotiated four-year, \$224 million supermax extensions for both Booker and Towns on the same day—making her the first woman to negotiate two NBA supermax contracts in a single day. The deals represented nearly half a billion dollars in combined contract value and marked a significant milestone for women in the sports-agent industry.

Beyond contracts, Holtz is known for helping athletes develop their identities and businesses away from the court. Her work encompasses endorsements, partnerships, business ventures, philanthropy and personal branding, with an emphasis on creating opportunities that are authentic to each athlete and meaningful to their long-term goals.

A recognized leader and advocate for women in sports, Holtz was named to Sports Business Journal's 2018 Game Changers class, honoring women making a significant impact throughout the sports business industry. She has also spoken to aspiring sports professionals about breaking into the industry, leadership, equity and creating opportunities for the next generation.

Holtz earned her MBA from Baruch College and is a certified National Basketball Players Association agent. Her combination of sports journalism, marketing, business strategy and athlete representation has helped make her one of the most respected figures in modern basketball management.

For Holtz, her journey from a young sports fan growing up in New Jersey to one of the most prominent women representing NBA superstars is a story of perseverance, innovation and breaking barriers. Her career continues to open doors for women in sports while helping some of the world's greatest athletes build legacies that extend far beyond the basketball court.

