



Alex NAVROTCI

CONTACT

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 Boca Raton, FL

ACADEMIC BACKGROUND

Master of Science

Sport, Exercise & Performance
Psychology

Barry University

Master of Business Administration

Sports Management

Tiffin University

Bachelor of Arts

Human Sciences (Philosophy)

Panthéon-Sorbonne University

CERTIFICATIONS

USPTA Certified Tennis Professional

PTR Level 1 - Junior Development

LANGUAGES

 English

 Italian

 French

 German

 Romanian

 Luxembourgish

ABOUT ME

Racquet sports leader and business owner with 10 years across clubs, academies and the professional tour.

Has coached across the full player pathway, from beginners and junior development to adult recreational and competitive league play, high performance and ATP, WTA and ITF professionals.

Has managed programs and staff at an adult tennis resort and junior academies, consulted for a collegiate program, and runs two businesses in player management and sports technology.

Directs coaching staff, court operations and events, and builds structured programming from adult clinics and leagues to elite junior development and professional tour career management.

MBA in Sports Management, MS in Sport Psychology.

EXPERIENCE

2025 - Present

Inner Ace, Inc. | Boca Raton, FL

Founder & CEO

- Created Inner Ace, a mental performance app built on a proprietary behavioral tracking methodology, serving players, parents, coaches, academies and universities
- Took the app from concept to App Store launch (2026), managing budget, intellectual property, contractors, product development and marketing
- Direct an international engineering team on software and AI-powered features, turning product vision into shipped releases
- Lead community growth and user engagement across players, families and coaches, with a mission to make mental performance accessible, measurable and actionable for every tennis player

2024 - Present

Navrotchi Management & Consulting, LLC |

Boca Raton, FL

Owner, Coach & Consultant

- Coach ATP touring professional Ben Willwerth, guiding him to a career-high ranking and his first professional title (2026)
- Coached touring professional Blu Baker back from injury, with no active ranking, to three professional titles and negotiated his sponsorship (2025)
- Manage a roster of 12 private clients, from international juniors to competitive adults and professionals, retaining them through tailored AI-powered progress reports
- Coordinate each player's multidisciplinary support team and family, overseeing tournament scheduling, practice planning, travel and ongoing communication
- Deliver mental performance consulting focused on on-court behavior, coping skills and stress management

EXPERIENCE CONTINUED

2020 – 2024

One Tennis Academy | Boca Raton, FL

HP Manager & Operations Coordinator

- Promoted from 10 and Under coach to lead the Boys High Performance Group
- Designed programs, organized training and scheduled tournaments, placing athletes in college tennis
- Assisted the Academy Director with operations: enrollment, staff and court scheduling, pricing, billing, client communication and reporting to ownership
- Led adult programming, including clinics, tournaments and community events, keeping players and families engaged
- Supported touring professionals with court management, practice organization and custom training programs

2022 – 2025

Brandeis University (NCAA DIII) & PSG Academy

Mental Performance Consultant

- Delivered individual and team mental performance programming to Brandeis University's tennis team (2025)
- Led individual sessions and group workshops for elite youth soccer players at PSG Academy (2022 - 2023), and was keynote speaker at the PSG Academy North America Seminar

2019 – 2020

Proworld Tennis Academy | Delray Beach, FL

Coach & Assistant Manager

- Helped run daily academy operations, coordinating staff, logistics and player care across programs
- Coached ITF junior players, building individualized training plans
- Supported camps, clinics and events for players and families
- Managed tournament entries, travel and practice schedules for competitive players

2017 – 2018

Total Tennis | Saugerties, NY

Coach & Assistant to the Head Manager

- Coached adult guests of every level at a year-round, all-inclusive tennis resort, assessing skill levels and building balanced groups for each session
- Assisted the Head Manager in running all adult programming, including daily instruction, tournaments and guest events
- Handled guest feedback on site, resolving concerns quickly to protect the guest experience
- Earned consistent repeat requests from returning guests and the highest gratuities on the coaching staff

CAREER HIGHLIGHTS

- Coached two touring professionals from outside the top 1,000 to 4 professional titles (2025 - 2026)
- Founded and launched a full mental performance platform: iOS and Android apps plus a connected web platform
- Coached across the full player pathway, from 10 and Under to the professional tour
- Earned repeat guest requests and top guest satisfaction at the Northeast's only year-round adult tennis resort
- Tournament champion in tennis, pickleball and padel (11+ UTR, 4.4+ DUPR, 4.8 Playtomic)

CORE COMPETENCIES

- ✓ Coaching Staff Leadership
- ✓ Member Satisfaction & Retention
- ✓ Program Design, Beginner to High Performance
- ✓ Court Operations & Event Management
- ✓ Budget, Pricing & Revenue Management
- ✓ Board & Member Relations
- ✓ Data-Driven Player Development