



## **Marcus Whitaker '16**

Founder/CEO of GroundUp Sports & Entertainment

Marcus Whitaker is the Founder/CEO of GroundUp Sports & Entertainment, a boutique agency based out of South Florida. Whitaker is a 2016 graduate of Seton Hall University School of Law, where he concentrated in Intellectual Property Law. He is currently licensed to represent both NBA and FIBA (international) basketball players. He represents several clients, including former McDonald's All American and NBA players playing overseas.

Whitaker graduated from Farleigh Dickinson University in the early 2000s, where he was a member of the men's basketball team. Following his successful career at Farleigh Dickinson, Whitaker played professional basketball in Europe before coaching and training basketball players all across the Northeast. He started GroundUp Basketball, a basketball training company in North Jersey, which ballooned to change the lives of several hundred youth basketball players from 2008-2016.