

Markesha McWilliams Henderson, Ed.D.  
*Executive Director of Sports Strategic Development*  
*Associate Professor of Business, Sport and Entertainment Management*

Sports scholar and executive, Dr. Markesha McWilliams Henderson, serves as Executive Director of Sports Development at Clark Atlanta University. This is a newly created role to specifically enhance CAU's footprint in the global sports and entertainment industry. She serves as the development officer for intercollegiate athletics and facilitates university-wide strategic relationships in the sports industry through the Office of Institutional Advancement. Additionally, she holds a dual appointment as a tenured Associate Professor in the School of Business and coordinator of the sport and entertainment management concentration. Her focus is to expand experiential learning opportunities for students seeking careers in the sports industry. Dr. Henderson returns to CAU from Agnes Scott College where she served as Director of Athletics. From 2018-2020, she was the Director of the Center for Innovative Teaching, Learning and Engagement at Clark Atlanta and supported faculty development initiatives in Online Learning and Continuing Education.

Dr. Henderson presents a unique combination of experiences to inform her work at the intersection of higher education and athletics. As a practitioner, she has held senior roles in all three divisions of the NCAA, including Director of Communications for the Southern Intercollegiate Athletic Conference and Assistant Commissioner of the Southwestern Athletic Conference. Dr. Henderson has published and presented scholarship addressing student-athlete development and identity. She formerly served as program coordinator and assistant professor of sport management at University of West Georgia. She has extended her leadership and expertise to many organizations including commissioned research for the National Football League Players Association (NFLPA), NCAA Leadership Development, and the USA South Conference Diversity Equity and Inclusion task force.

A Milwaukee native, Dr. Henderson earned a Bachelor of Arts in both Journalism and Communication Arts from the University of Wisconsin, where she was an All-American Track and Field Athlete and National Champion. She also holds a Master of Science in Sports Administration from Georgia State University and a Doctor of Education in Higher Education Administration from The George Washington University. Dr. Henderson is a life member of Delta Sigma Theta Sorority and previously served as the organization's National Second Vice President. She resides in Mableton, GA with her husband Derrick and two sons, Derrick II (Deuce) and William III (Trey).