

Demetrius Spencer, CEO of Ball Up

Demetrius Spencer is the CEO & Founder of Ball Up, the world's largest professional streetball tour. Ball Up was started in 2009 and has now become a showcase for the nation's best streetball players in an exciting production the entire family can enjoy. Spencer has the brand poised for global prominence in only its fifth year as it features top NBA talent serving as guest coaches in each market as well as a reality show, Ball Up: Search for the Next, the top rated show on Fox Sports. The tour visits 10 cities during the summer as well as makes more than 60 appearances per year overseas in countries such as China and Indonesia.

Spencer, 37, recognized the void in the market for a national streetball tour after the popular 90's And 1 Mixtape Tour waned in popularity and dissolved, leaving many of its top players seeking a new opportunity. Always a shrewd businessman, Spencer retained several of the more high profile players and leveraged relationships he gained from his television and music career to create a more competitive and professional brand of streetball entertainment played in safe, large arenas that provided exciting entertainment for the entire family. Additionally, Spencer filmed the entire Ball Up tour process through his production company, One Media Worldwide and shopped it to Fox Sports. The show has been the top rated show on the network four consecutive seasons.

Spencer's goal is for Ball Up to evolve into the first professional streetball league and is well on its way as the tour continues to grow in popularity and attendance each season. The Ball Up tour sells out quickly with a calculated grassroots marketing campaign Spencer developed. The tour regularly attracts up to 10,000 fans as the size of venues increases annually. "Ball Up will ultimately become a professional league that showcases the best streetball talent the nation has to offer," said Demetrius Spencer, CEO of Ball Up. "There are many talented individuals that will never get to play in the NBA for a variety of reasons and Ball Up will be able to provide these athletes with the opportunity to achieve their dream of becoming a professional athlete while creating an affordable entertainment experience for the entire family."

The crafty entrepreneur developed his marketing skills in the music industry prior to forming Ball Up. Spencer established himself as one of the top young executives in the music industry as he served as the Executive Vice President of A&R at Universal/Motown. As EVP, Spencer was able to facilitate numerous label and production partnerships with global media companies and has worked with top musical talent such as Beyoncé, Ne-Yo, Christina Aguilera and more. With his wide range of experience in the music industry, Demetrius has ventured into TV, films, and sports as the Executive Producer of the sitcom One Love, a feature film with TD Jakes, and sports programming for Fox.

Spencer was born and raised in Pasadena, California and currently resides in Los Angeles.