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Oct 20 RIP Ken Meyerson, President of Lagardère Unlimited Tennis

By Darren Heitner | [Headline](#), [Sports Agents](#), [Tennis](#)

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The entire sports agent and sports business community mourns the death of a respected individual who was at the top of **Lagardère Unlimited's** tennis division at the time of his passing. **Ken Meyerson**, best known for his representation of tennis stars including **Andy Roddick**, **Justine Henin**, **Fernando Gonzalez**, **Mardy Fish**, and many others, passed away late last night at his home in Florida. He was only 48-years-old.

Meyerson began his career as a tennis agent at **ProServ** in 1987 alongside **Donald Dell** (who is now a part of Lagardère Unlimited). Early in his career, Meyerson represented some of the best in the game of tennis. **Stefan Edberg**, **Jimmy Connors**, and **Yannick Noah** were all represented by the team of Meyerson and Dell. After ProServ, Meyerson worked at MBD and MS Consulting prior to founding **Sports Advisor Services** in Miami, Florida in 1997. He then became President of **SFX's** tennis division in 1999. In 2006, Meyerson became a part of **Blue Equity, LLC (BEST)** and was named President of Lagardère Unlimited Tennis when BEST was acquired by the conglomerate.

Meyerson's clients loved him, which is the best sign of a great agent. [This is what Andy Roddick tweeted earlier today:](#)

Ken. I love you and miss you I will be forever grateful for your faith&loyalty You will forever be my brother.. As always "thanks meyerson"

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