



Russell Jones

Chief Executive Officer | Apex Elite Management

Russell Jones is the Chief Executive Officer of Apex Elite Management, a sports and entertainment management company dedicated to representing, developing, and creating opportunities for athletes, entertainers, and other professionals.

A former professional athlete, accomplished coach, educator, entrepreneur, public servant, and sports professional, Jones brings a distinctive combination of competitive experience, executive leadership, relationship management, and mentorship to Apex Elite Management. His career has been defined by a commitment to excellence, integrity, service, and helping others maximize their potential—both professionally and personally.

Jones's connection to sports began as a multisport athlete in West Memphis, Arkansas, where he competed in football, baseball, basketball, and track and field. His achievements included being named the Steve Jones Motor Company AAAA Offensive Player of the Year, earning selection to the Arkansas Gazette 1987 Football Super Team, placing seventh in the Decathlon, and receiving All-Conference and All-State recognition in basketball.

He continued his football career at Northeast Mississippi Community College before transferring to Memphis State University, where he competed as a wide receiver and kick returner. After earning his degree in Elementary Education, Jones continued pursuing his athletic career professionally, playing in the Canadian Football League with the Memphis Mad Dogs in 1995. Although an injury brought his professional playing career to an early close, the experience became the foundation for a broader career centered on leadership, coaching, mentorship, education, and service.

Jones went on to build an extensive record of achievement as an educator and coach. He was named TSSAA Region IV Track Coach of the Year in 1997 and 2A-6 Girls Basketball Coach of the Year during the 2009–2010 season. In 2010, he advanced to collegiate athletics as an Assistant Head Coach for Division III college basketball at ASU Mid-South in West Memphis.

His leadership experience extends well beyond athletics. Jones has spent 29 years in education, served four years as a private investigator, and accumulated 25 years of service as a reserve sheriff's deputy. He also earned a master's degree in Emergency Management and Homeland Security Administration and founded R.M. Jones Management Group, an executive protection company through which he has provided personal protection services to high-profile entertainers and other prominent individuals. He currently serves as Parks and Recreation Director for the City of West Memphis, continuing a longstanding commitment to community leadership and creating opportunities for others.

These diverse experiences give Jones a multidimensional perspective on talent management. He understands the demands placed on athletes and entertainers, the importance of protecting personal and professional interests, and the value of building trusted relationships with organizations, brands, communities, and strategic partners. Throughout his career, he has cultivated relationships across the

sports industry, corporate America, government, and communities throughout the United States and abroad.

As CEO of Apex Elite Management, Jones brings that experience together with a clear vision: to build an organization where talent is represented with purpose, developed strategically, protected professionally, and positioned for sustainable success.

His approach extends beyond securing opportunities. Jones believes effective management should help clients develop their careers, strengthen their personal brands, navigate important business decisions, establish meaningful partnerships, and prepare for success beyond the field, court, stage, or spotlight. His experience as an athlete gives him firsthand insight into competition; his years as a coach and educator strengthened his ability to develop people; and his work in public service, business, and executive protection has reinforced the importance of preparation, discretion, accountability, and trust.

Under Jones's leadership, Apex Elite Management is positioned to serve as a bridge between exceptional talent and meaningful opportunity—connecting clients with brands, businesses, communities, and strategic partners that share a commitment to excellence, authenticity, impact, and long-term growth.

Experience. Relationships. Leadership. Integrity.

These principles have shaped Russell Jones's career, and they remain at the center of his leadership of Apex Elite Management.