

SAMUEL H. KENNEDY
Trinity Class Of 1995
Doctor of Humane Letters

Presented by Director of Athletics and Chair of Physical Education Andrew T. Galbraith

A story about you in *The Trinity Reporter* alumni magazine a couple of years ago gave a glimpse into your start in Major League Baseball. It told the tale of a winter morning in 1993, when as a sophomore here at Trinity College, you sat in front of your computer and wrote letters to all 28 MLB teams, asking for career advice and a crack at a summer internship. Your ambition was clear; you knew then that you wanted a career in baseball. Your dogged determination paid off in a big way, with successive internships with the New York Yankees and six years working with the San Diego Padres.

It was in 2002 that you returned to your Massachusetts roots and a position with your beloved Boston Red Sox. You had grown up within walking distance of Fenway Park, watching countless Red Sox games while perched atop the shoulders of your father, an Episcopal priest who received discounted tickets as part of a clergy pass program.

Now entering your 18th season with the club and your third as president and CEO—and fresh off the Red Sox’s 2018 World Series Championship—the reinstatement of that clergy pass program is just one of your many achievements with the organization. While playing an instrumental role in the dramatic growth of the Red Sox brand, you have sharpened your focus on encouraging children to come to the ballpark through the creation of Gate K—a special entrance for kids—and a free ticket for all youngsters who sign up for Red Sox Kid Nation. You have been key to making Fenway Park a year-round venue, with concerts, football, ice hockey, and more taking place at the site.

You also serve as chief executive of Fenway Sports Management, which you helped to create in 2004. This sports marketing and sales agency is—along with the Red Sox—part of the Fenway Sports Group family. The agency’s clients include sister companies such as Roush Fenway Racing and NESN and partnerships with Boston College and NBA superstar LeBron James.

Others have recognized your substantial achievements. You have been honored with the *Boston Business Journal*’s 40 Under 40 Award and named multiple times to the *Sports Business Journal*’s 40 Under 40 Hall of Fame. A native of Brookline, you are active in the community, serving on the Beth Israel Deaconess Medical Center Trustee Advisory Board and Marketing Committee; the Board of Trustees of the Winsor School; and the Board of Directors of Camp Harbor View, which aims to help underserved children in the Boston area.

For you, Trinity is a family affair. It was ’neath the elms that you met your wife of 20 years, Amanda Johnson Kennedy, Class of 1994, while she was earning a B.A. in economics with a minor in environment and human values and you were earning a B.A. in American studies. You have served Trinity as a member of its Board of Fellows, while Amanda continues to contribute as a member of the National Alumni Association Executive Committee. In 2015, Trinity honored you with its Gary McQuaid Award, given for your leadership as an undergraduate and for your subsequent success in the business world.

In recognition of your distinguished career in Major League Baseball—in particular with the Boston Red Sox—and for your charitable work with the community and on behalf of children, I have the honor of presenting you, Samuel H. Kennedy, for the degree of Doctor of Humane Letters, *honoris causa*.