Meet Our Founder

Jeff White | Founder, R2R Baseball Academy

My journey in baseball began growing up in New Brunswick, New Jersey, where I developed a passion for the game at an early age.

That passion eventually led me to play collegiate baseball at Middlesex College where I competed as a pitcher before transferring to the University of Kentucky to continue my academic and athletic career.

Unfortunately, like many athletes, I experienced a career-ending knee injury that ultimately brought my playing career to an end, I found a new way to stay involved in the game I loved: coaching.

Coaching gave me the opportunity to work directly with young athletes, help them develop their abilities, and share the knowledge I had gained throughout my playing career from my father and coaches. More importantly, it showed me how rewarding it was to help players pursue opportunities beyond high school.

From Coaching to College Recruiting

My passion for helping young athletes eventually led me into the college baseball recruiting industry.

Over the years, I worked with several established recruiting organizations, where I gained firsthand experience navigating the recruiting process, building relationships with college coaches, and helping student-athletes pursue opportunities at the next level. I learned what makes a recruiting service successful, but I also recognized areas where the industry could better serve players and their families.

I believed recruiting should be more than simply promoting an athlete to college programs. It should be about understanding the individual player, setting realistic expectations, and helping families make informed decisions about their future.

Why I Founded R2R Baseball Academy

After years of working in the recruiting industry and developing relationships with college coaches, I decided to build something of my own.

I founded R2R Baseball Academy with THREE (3) simple goals in mind: a) guarantee student-athletes would have college coaches wanting to recruit them, b) help develop players, increasing their recruiting worth, and c) to provide a more personal, honest, and transparent approach to college baseball recruiting.

I wanted to create an organization where families could receive individualized guidance, understand their recruiting options, and feel confident that someone was genuinely invested in their son's future.

My experiences as a player, coach, and recruiting professional have shaped how I approach every athlete we work with.

I understand that every player's journey is different. Not every athlete will play Division I baseball, and not every college will be the right fit. What matters most is identifying realistic opportunities that align with each player's abilities, academic goals, and personal aspirations.

At R2R, my commitment is to help families navigate the recruiting process with honesty, clear communication, and the experience I've gained from a lifetime around the game.

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