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Education

Private school for elite athletes takes over former Bose campus in \$83M deal



. Masters Academy International is taking over an old Bose campus to create a school for young and elite athletes.

Story Highlights



- Masters Academy International will open a boarding school for student-athletes in fall 2026.
- The brothers paid \$2.3 million for the former Bose corporate campus in Stow.
- The school will train athletes across nine sports with elite-level coaches recruited globally.

A private school for budding athletes is taking over the former Bose corporate campus in Stow.

Masters Academy International, a new boarding school for student-athletes, will open in fall 2026 after an \$83 million renovation of the property. The new property use will bring in a wave of economic development to the town.

"Once MAI is complete it will become the town's largest taxpayer and that provides such relief to existing property owners," said Kate Hogan the Massachusetts state representative from Stow. "It will bring in new restaurants, retail and infrastructure, invigorate businesses that are already here."

Hogan championed the school with local officials and said she believes that the overall quality of life will improve with the new school at the old corporate campus. She said that facilities will be open to community members for active recreation, renting and entertainment.

The brothers who co-founded the school, Peter and Chris Masters, said that the former Bose site in Stow was the ideal location, with an expansive lot covering more than 80 acres, flat land, and a full cafeteria with seating for 350. The bones of the facility were also located near a town with the potential to provide a "traditional New England prep school atmosphere" just 45 minutes from Logan Airport.

"Within an hour of us being there, Chris and I knew this was the right place," said Peter Masters.

Bose is [headquartered in Framingham and is the 10th-largest private company in Massachusetts](#). It vacated the Stow location in 2021. The Masters brothers paid \$2.3 million for the property in 2024 after nearly ten years of program development and a capital infusion from Cognita, a private equity-backed London-based global schools group.

When it is completed and welcomes new students in fall 2026, the former corporate site will have a class of 250 high school students and 50 middle schoolers. Only the high schoolers will be boarders. The brothers want to grow to a student body of 1,000 athletes, with 500 boarding at the school.



MAI will have a campus on an old Bose lot.

MAI

The Masters brothers have been working as athletic program directors since the late 1990s when they led the Boston Junior Bruins, an advanced junior club hockey training organization.

Over the past three decades, the coaches began looking across the country at competition for hockey and other sports.

The brothers said they believe the sports development pipeline in New England is broken, with opportunities to train competitively falling off as athletes reach their older teens.

“The development model here in New England is just broken for sports. It is being outpaced throughout the country,” Peter Masters said.

While the Masters brothers have previously worked mostly with hockey athletes, the new school will train kids across nine sports: baseball, basketball, fencing, figure skating, golf, hockey, soccer, lacrosse and e-gaming. The brothers have hired elite-level coaches to recruit students from around the world.

"Our soccer program flew to Brazil two weeks ago. Our lacrosse coaches just came back from Arizona. Coaches are heading out soon to England, Germany and Spain over the next two months," said Peter Masters. "We are scouring the earth."

Coaches for the programs have long resumes in their sports. U.S. figure skating champions Wendy Enzman, Mark Mitchell and Peter Johannson focus on the ice. Ralf Bissford – an Olympic silver medalist – is a fencer. John Carroll, who has coached college and professional basketball, including for the Boston Celtics, will be focused on basketball.

MAI's model of a split day of rigorous academic and athletic trainings was pioneered by IMG Academy in Florida – whose former head of school will be MAI's CEO.

IMG Academy was sold to a private equity group in a \$1.25 billion deal in 2023. Since Odell left IMG Academy, IMG Academy agreed to pay \$1.7 million to resolve potential civil liability for violations of the Foreign Narcotics Kingpin Designation Act. The Florida school is accepting tuition payments from parents who had been designated as “Specially Designated Nationals” – individuals such as terrorists, narcotics traffickers, or those acting on behalf of “targeted countries” labeled by the U.S. government.

Peter Masters affirmed that MAI has no connection to IMG other than their current CEO.

Other New England private schools focus on athletics. New Hampshire's Holderness School focuses on skiing and winter sports near the White Mountains, as does Burke Mountain Academy in Vermont.