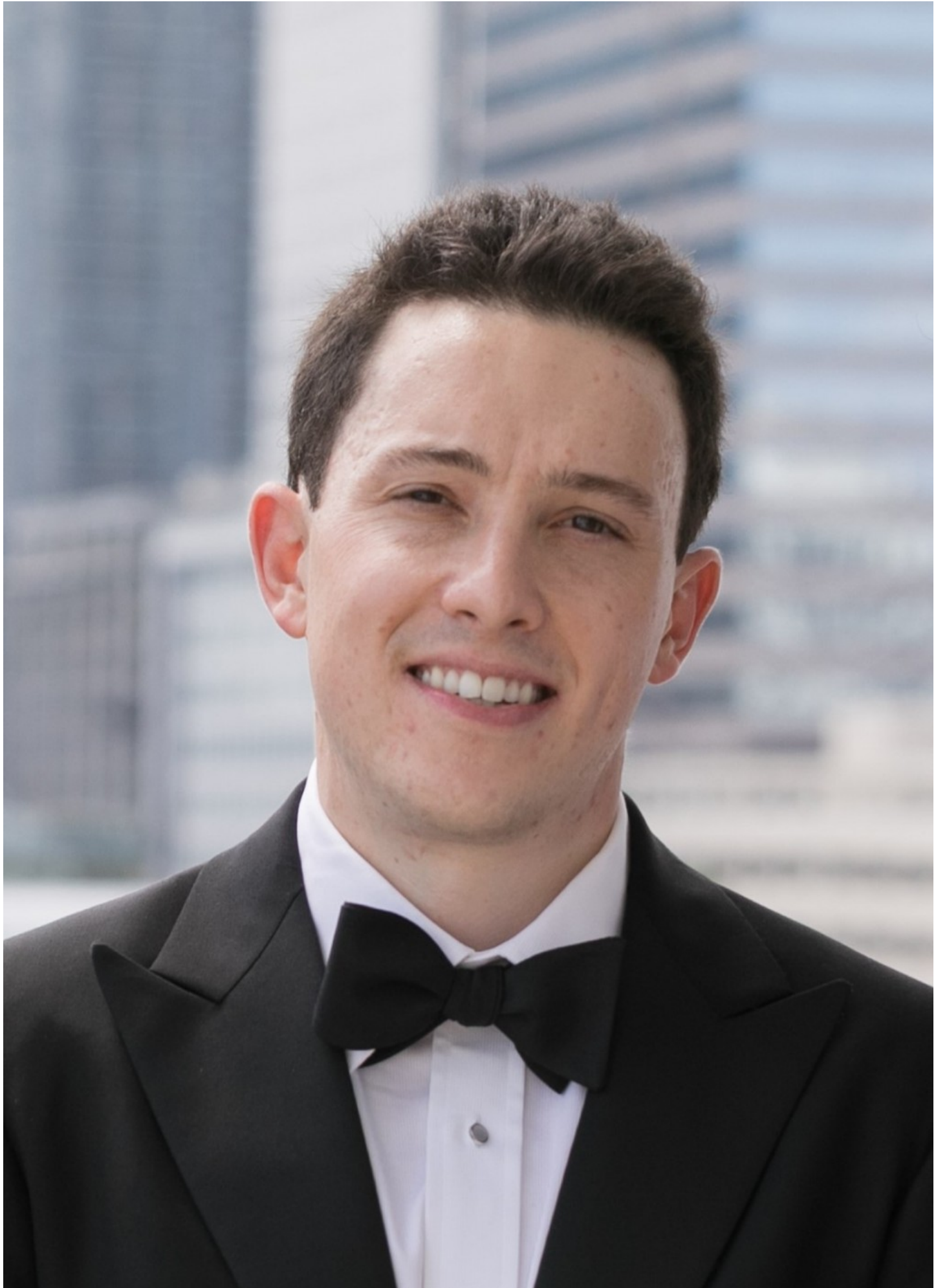


The Players Impact Lands Corey Gross as Vice President, Strategic Partnerships and Sponsorships



Birmingham, Michigan May 10, 2024 ([Issuewire.com](https://www.issuewire.com)) - The Players Impact (TPI), a global community that provides athletes with venture education, professional networking, and investment opportunities, is thrilled to announce the appointment of Corey Gross as its Vice President of Strategic Partnerships and Sponsorships. In this role, Corey will lead strategic initiatives to drive partnerships, enhance athlete member experiences, and foster growth for the organization.

With a proven track record of generating revenue for athletes, talent, and leading IP, Corey is poised to position TPI as a leading community for athlete ventures, strategic partnerships, and best-in-class experiences that cater to the high-achieving audiences TPI organically cultivates.

"We are thrilled to welcome Corey Gross to The Players Impact team," said Tracy Deforge, Founder and CEO of The Players Impact. "Corey's expertise, industry knowledge, and extensive athlete network will be instrumental as we continue to expand our reach and provide unparalleled support to our members. His leadership will accelerate our growth and further solidify our position as the leading community for professional athletes looking to thrive in business."

Prior to joining TPI, Corey led business development and partnerships at Authentic Brands Group, where he developed innovative strategies to drive revenue and foster long-term relationships across ABG's entertainment portfolio, including David Beckham, Shaquille O'Neal, Sports Illustrated, and the estates of Muhammad Ali, Elvis Presley, and Marilyn Monroe, among others. Before joining ABG, Corey was the Founder and CEO of Three Point Sports, an athlete marketing agency focused on securing off-field revenue opportunities.

"The chance to join Tracy and the team at The Players Impact is an unbelievable opportunity with immense potential. I am excited to build on the foundation Tracy has built while continuing to position TPI and our community as a leader across athlete venture and best in class experiences."

Corey's unique background makes him perfectly suited to support TPI's mission of empowering professional athletes in business. Please join us in welcoming Corey Gross to The Players Impact team.

About The Players Impact

The Players Impact, renowned for its commitment to democratizing education and access for the next generation of athlete entrepreneurs and investors, has fostered a thriving community across sport, talent, and career. With a seven-year legacy of empowering athletes and facilitating connections within the industry, TPI has become synonymous with innovation and inclusivity.

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