



## For Immediate Release

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**June 13, 2022**

## **The Players NIL Announces Alex Fourney to Lead Sales and Growth Strategy**

*Global sales leader Alex Fourney joins The Players NIL to accelerate growth.*

**LOS ANGELES, CA - June 13, 2022** - The Players NIL (TPNIL) is proud to announce that veteran technology executive Alex Fourney will use his global leadership expertise to lead the organization's business development efforts and consulting services.

In this new role, Fourney will oversee TPNIL's growth strategy as it unveils its flagship Five-Pillars course for student-athletes in early July. Fourney will also fill a strategic position by rolling out consulting services for high school and college athletic administrators, an exciting new development that will provide NIL education to athletic support staff.

"The Players NIL is keenly focused on education, and I am excited for the opportunity to work with such talented and knowledgeable individuals. While TPNIL is a perfect fit with my previous experience and skills, this opportunity to work in the athletic community goes back to my roots and my lifetime of association with sports as a player and coach," said **Alex Fourney**. "My objective is to use The Players NIL education platform to provide insight, perspective and guidance to high school and college athletes and their families, and to the school administrators working to help them navigate the NIL landscape."

Alex Fourney, a former Bucknell football alum, spent more than 30 years with CA Technologies and Broadcom in various senior leadership positions, responsible for software sales, consulting services, and education.

"As The Players NIL continues to develop a world-class curriculum, we're excited to add to our development team. Alex has professional experience with enterprise software sales, LMS partnerships, and technical software licensing," said **Mark Koesterer**, founder of The Players NIL. "As a former collegiate athlete and a parent of athletes, Alex's personal experience will help us to create amazing relationships and develop strong customer ties."

About The Players NIL:

The Players NIL is an online educational platform that helps student-athletes make the best decisions about their NIL opportunities. The core curriculum provides student-athletes with the necessary tools to build a holistic NIL brand that aligns with their personal values and goals. Upon completion of the core curriculum, The Players NIL will offer student-athletes additional resources and continuing education as they transition into their professional careers.