



MEET THE USOPC ATHLETE MARKETING TEAM



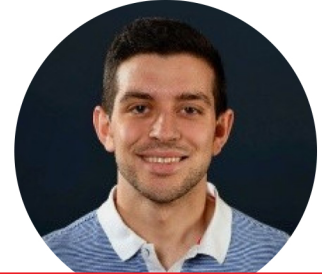
GEORGE FIDDLER

Senior Director, Athlete
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MYLAN MURPHY

Manager, Athlete Marketing



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Manager, Athlete Marketing
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If you are a Team USA athlete, please feel free to reach out to us about anything related to your personal brand and NIL at athlete.marketing@usopc.org

What is the purpose of the Athlete Marketing team?

Our purpose is to advance marketing opportunities and financial earnings for Team USA athletes, to help grow the Team USA brand through athlete-led marketing programs, and to provide Team USA athletes with inspiration and education on topics such as name, image, and likeness (NIL) rights, and personal brand building.

What topics can the Athlete Marketing team help with?

- ★ Athlete Marketing Platform (AMP) and public NIL marketplaces
- ★ Guidelines on Rule 40, Rule 50, and social media policies when representing Team USA
- ★ Commercial and non-commercial marketing opportunities that exist
- ★ How to grow your personal brand, create content and attract sponsors
- ★ Social media account verification