

The athlete's smart NIL digital engagement platform

'Fanatics for the amateur market'

go.obsesh.com



MISSION

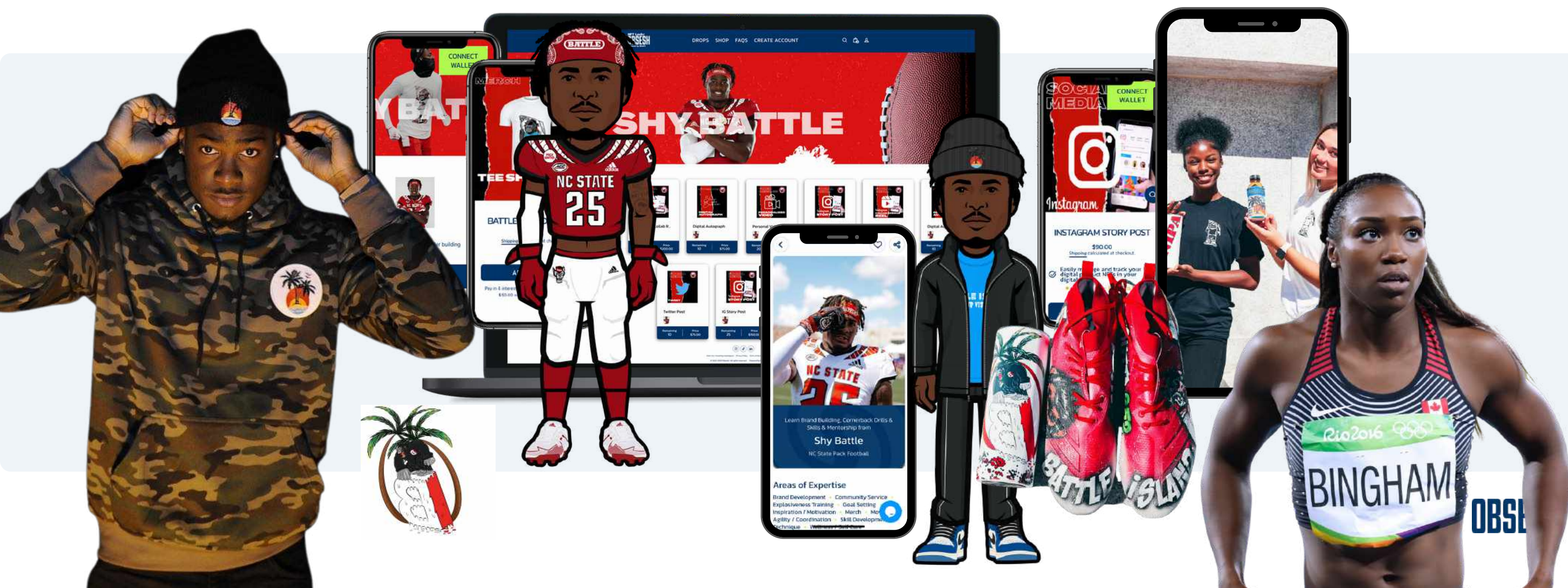
Athlete ownership is a proven path towards wealth creation and financial growth.

With 90% of the buying market made up by the digital generation, we built technology to remove barriers, streamline participation, and humanize sports again.



The only all-inclusive athlete-first platform

To discover, buy, belong, and connect donors, sponsors, and fans to athletes



OBS



We actively seek athletes with a bigger vision and provide them with smart digital technology, tools and training to help monetize and maximize all opportunities.



FOUNDED BY WOMEN

Experienced leaders who've built the best over and over.



Tracy Benson

**CoFounder
CEO**



Jonalyn Morris

**CoFounder
Chief Athlete
Development Officer**



Tracy Benson, CEO

- Consumer platform expert
- Former Head of Digital at Best Buy, and 4X Chief Marketing Officer
- Built and scaled top brands including Beats, Monster, Seek, GoPro, The Home Depot
- Worked with hundreds of top artists, athletes, and sports icons
- Recognized industry thought leader
- Former D1 / pro volleyball player

Jonalyn Morris, Chief Athlete Development

- Talent development and entertainment publicity
- Former Disney, Beats, CSI, Sony, and Bender Agency
- Spartan racer and mom of 2 athletic teens

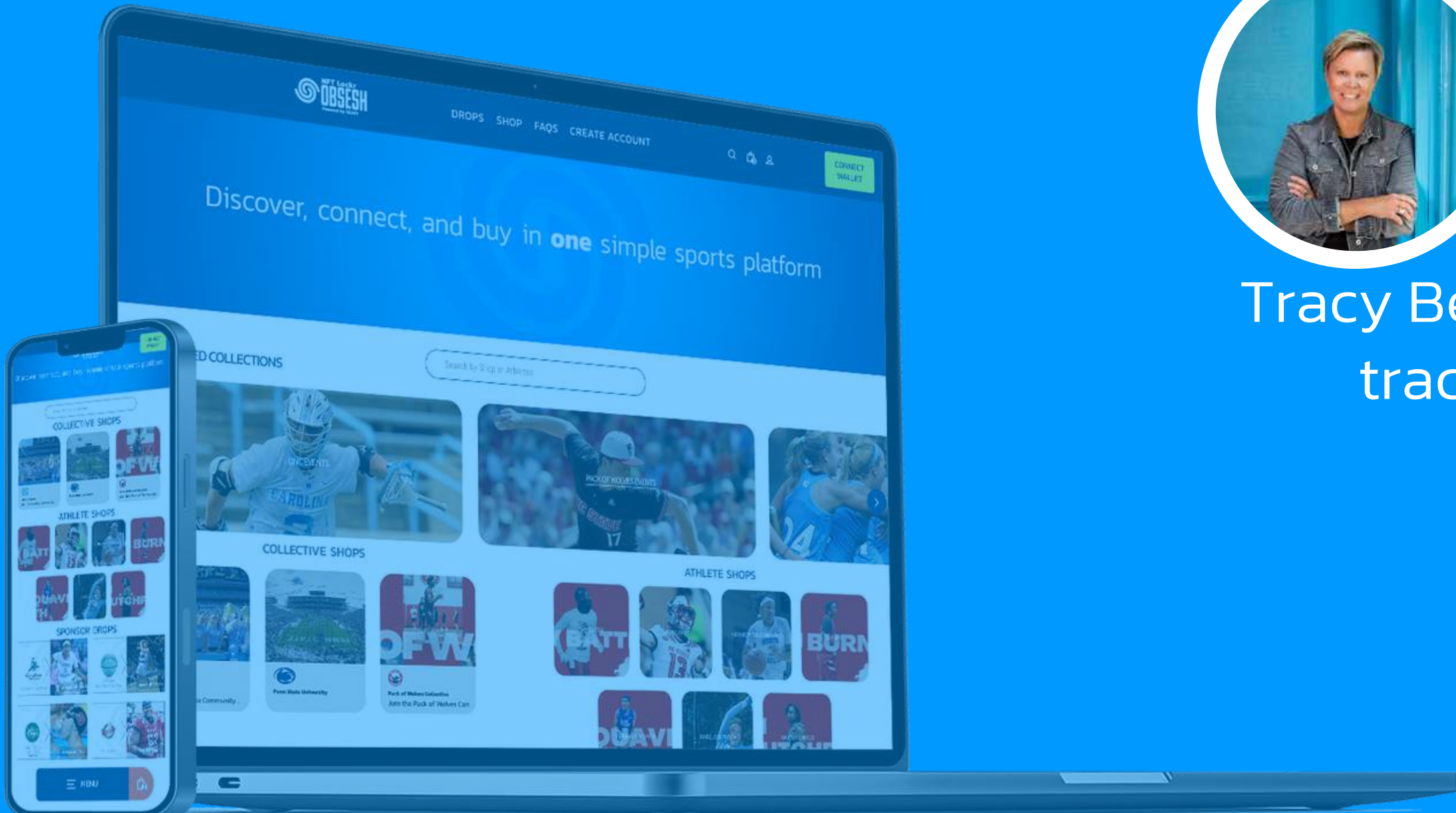


Top 5 Global Rank, SportsTech





Do you need a 360-NIL experience for the digital era?



[Book a call](#)



Tracy Benson, CEO Obsesh
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