



Jaymee Messler serves as President of The Players' Tribune (www.theplayerstribune.com), a first-of-its-kind digital media company dedicated to empowering athletes with the tools they need to tell their stories. In addition to first-person essays, the platform features an array of video content, podcasts, and original photography.

Messler co-founded The Players' Tribune with Derek Jeter. She oversees the strategy and long-term vision of the business, industry relations, sales and marketing, and athlete relations. The site continues to break news with announcements and stories, and features a diverse collection of narratives with increasing impact and visibility. In two short years, TPT has cultivated an athlete community with more than 1300 contributors and has changed the sports media landscape by transforming how athletes share information.

Prior to The Players' Tribune, Messler was the CMO of Excel Sports Management, where she developed an industry-leading benchmark formula for player marketing that included client services, public relations, cause-related programs and community outreach, social media and digital programming, branded content and corporate partnerships.

At Excel, she engineered partnerships and oversaw marketing for high-profile NBA and MLB clients including Paul Pierce, Blake Griffin, Kevin Love, Tyson Chandler, Deron Williams, Jason Kidd, and Kemba Walker. In 2011, when leading MLB agent Casey Close joined Excel, she added Jeter and Clayton Kershaw to her marketing responsibilities. Messler also branched out into golf, working with veteran golf agent Mark Steinberg when he joined the firm in 2011, on representing Tiger Woods, Matt Kuchar, Cheyenne Woods, Patrick Cantlay, and Justin Rose.

She took the helm of all branding, corporate communications, and corporate relationships on behalf of the agency. She had the foresight about the emergence of digital into the marketing spend mix, and created Excel's corporate digital strategy, website and social media presence, as well as oversaw the digital and social media strategies for the agency's individual clients. This foresight has been the cornerstone for many initiatives that has brought millions to the athletes and great success to brand partners.

In 2016, Messler was recognized on Variety's New York Power of Women Impact List, AdWeek's 30 Most Powerful Woman in Sports, AdAde's Women to Watch and was named a Top Woman in Digital by Cynopsis Media. She received a Media Award by NYU Tisch Institute and the NYU Sports Business Society and was also named a 'Gamechanger' in Sports Business Journal in 2015.

Messler holds a B.A. in Journalism from the University of Maryland, College Park and resides in New York City.

