

ALYSSE SOLL – CEO underdog advisory, Chair WiST (Women in Sports Tech)

Alysse Soll is the CEO of underdog advisory, the investment arm of underdog venture team, a venture studio. In this role, she leads underdog's efforts in sourcing, investing, advising, and fundraising for startups across the sports ecosystem, with a mission to support female and BIPOC founders.

Alysse is a 17-year veteran of the National Hockey League, launching the San Jose Sharks in 1990, where she pioneered fan acquisition platforms adopted by all NHL teams and other North American professional leagues. At the NHL, Alysse first launched and led the Fan Development Department driving global fan engagement through an era of unprecedented growth. She later launched the NHL's first marketing department, driving digital engagement and programming. Alysse moved from sports to driving innovation in digital media and AdTech in a senior role at Time Warner. Prior to underdog venture team, she was President of NewModel Advisory, a boutique sports innovation consultancy which connects sports tech start ups with sports properties across the globe.

Alysse is an Angel investor, capital fundraiser and M&A for sports tech startups (pre-seed through Series A). She is a certified (Series 7, Series 63) representative with Omnicap, LLC Broker/ Dealers. Alysse is actively engaged as an advisor across the startup sports technology and digital media ecosystems and serves as a judge and mentor for Stadia Ventures, Mass Challenge, Comcast/NBCUniversal Sports Tech Accelerator, DivInc. Accelerator and Pokatok Accelerator.

Alysse serves on non-profit Boards, as the Chair of WiST (Women in Sports Tech) and as Deal Co-Chair of the Harvard Business School Alumni Angels where she also leads the Sports sector investments. Alysse serves on corporate Boards including Healium, a health and wellness tech company and Zoomph, a sports analytics company.

Alysse is a graduate of Cornell University with a BA in Japanese Studies and Harvard Business School, Advanced Management.

As a former athlete, world-class figure skater and Varsity Ice Hockey Player, she knows a thing or two about discipline, grit, patience, and practice. She is a proud mother of an amazing teenage daughter who keeps her on her toes.