

Bill Carter Bio

Bill Carter is a sports industry veteran having advised companies including Pepsi, Gatorade, and Converse on their sponsorships of some of the biggest athletes in the world, including Michael Jordan, Dale Earnhardt Jr., and Shaun White. He is the former founder of the sports agency Fuse and a SportsBusiness Journal Forty Under 40 Award winner. In 2020, he launched Student-Athlete Insights which consults with brands, agencies, and sports organizations on NIL. Bill's NIL Academy consists of on-demand courses for parents, student-athletes, coaches & administrators. He teaches NIL in College Sports at the University of Vermont's Grossman School of Business.