

**Aaron Solender:** Director of College Strategy & Operations, OneTeam Partners

Aaron oversees OneTeam's strategy and operations in the College NIL space and is responsible for developing passive revenue generating opportunities for college athletes across sports, schools, and genders. OneTeam is currently managing some of the largest group licensing programs in the world, including for tens of thousands of college athletes.

Prior to joining OneTeam, Aaron worked at numerous stops in the strategy, operations, and consulting worlds, including Deloitte and SimpliSafe. Aaron's entry into the sports business world started at the Kraft Analytics Group, helping to scale the business's strategy consulting arm, working with teams, leagues, and industry partners such as Ticketmaster and Amazon Prime Video.

Aaron is a proud alumnus of the Georgia Institute of Technology, where he was a wide receiver on the Yellow Jackets football team, and currently resides in Boston, MA.