

Madison Gates is the Vice President of Marketing at **i9 Sports**, the nation's largest youth sports league franchise. A former **Division I soccer goalkeeper at the University of Michigan**, Madison brings a lifelong perspective on how sports shape leadership, confidence, and character.

She spent over a decade leading marketing and growth initiatives across franchise systems in automotive, home services, fitness, and youth sports before joining i9 Sports. Today, she leads national brand strategy and initiatives like **Gains for the Girls**, focused on expanding opportunities and long-term participation for girls in sports.

Madison is passionate about building youth sports environments that prioritize confidence, belonging, and lifelong development.