

BIO

Chase Griffin


Chase Griffin, quarterback at UCLA, is a nationally recognized leader in the college Name Image Likeness (NIL) and athlete empowerment movement. He is a two-time winner of National NIL Athlete of the Year Awards and has been dubbed by Bloomberg as “The Undisputed King of College Endorsement Deals”, the Los Angeles Times as “UCLA’s Magnetic Marketer” and “Name Image Likeness Superstar” by ESPN. Chase is a Brand Ambassador for JP Morgan Chase, American Eagle Outfitters, Degree/Unilever, Postmates (Uber), Shell, LegalZoom, Footlocker/Champs Sports, United States Polo Association, Lucchese Boots, Discord and over 30 other major brands.

In addition to being 1-0 as the starting quarterback in the iconic Rose Bowl Stadium, he is inspired by the rich tradition and legacy of the pioneering UCLA athletes who have come before him and is using his NIL for Good. To date, through his foundation, he has personally donated over \$45,000 to the Los Angeles Regional Food Bank and other charities. He is a long-time member of the PAC-12 Conference Student Athlete Leadership Team and the UCLA Student-Athlete Leadership and Bruin Athletic Councils.

Professionally, Chase is the Athlete-Creator in Residence at Range Sports (Range Media Partners); Publisher, The Athlete’s Bureau Newsletter; Student-Executive in Residence at UWG (WPP), and a Toigo Foundation Fellow. Chase is a prolific content creator including branded entertainment, music production, and social content.

Chase is a Born Bruin. He was born in the UCLA-Santa Monica Hospital, earned a B.A. in Public Affairs, M. Ed. in Transformative Coaching & Leadership, and will soon complete a Masters in Legal Studies at UCLA Law. He is the recipient of the national Arthur Ashe Jr. Football Scholar of the Year Award, True Bruin Medal, Chancellor’s Service Award, Bruin Leadership Award, on the Dean’s Honors Lists, and on the Pac-12 Academic Honor Roll. In high school he was on the National Football Foundation Team of Distinction, a Pro Football Hall of Fame HS All-American and the consensus Texas High School Player of the Year winning all four major awards (Gatorade, Built Ford Tough, Whataburger, and In-n-Out).

Curriculum Vitae
Chase Griffin
QB, UCLA Football



EDUCATION

University of California at Los Angeles, School of Law, Los Angeles, CA (*June 2024*)

- M.L.S. Masters of Legal Studies

University of California at Los Angeles, Graduate School of Education & Information Sciences, Los Angeles, CA (*September 2021 - June 2023*)

- M. Ed. Transformative Coaching & Leadership. GPA. 3.87
- Awards: Arthur Ashe Jr. National Football Scholar Athlete of the Year; True Blue Bruin Medal of Honor, Allstate Good Works Team (UCLA); Danny Weurffell Trophy (Team Nominee)

University of California at Los Angeles, Los Angeles, CA (*January 2019 – Graduated June, 2021*)

- B.A. Public Affairs. GPA. 3.72
- Scholarship Football Player (Quarterback)
- Leadership: CA Governor Gavin Newsom Student-Athlete Task Force; PAC-12 Conference Student Athlete Leadership Team (SALT); Bruin Athletic Council; Student Athlete Leadership Committee (B1G 10 Conference Transition readiness); UCLA Athletics Return to Training Task Force; AD Search Student-Athlete Advisor; Wooden Legacy Leadership Academy; Bruins Vote
- Dean's Honors List, Bruin Leadership Award, Chancellor's Service Award; Pac-12 Academic Honor Roll; Athletic Director's Honor Roll; Arthur Ashe Jr. Sports Scholar.

EXPERIENCE

Publisher, The Athlete's Bureau (*November 2023 - Present*)

- Newsletter, polling, and market research service for college athletes
- Over 4,000 combined subscribers in two months since launch

Range Sports (Range Media Partners) Athlete Creator in Residence, (*March 2023 - Present*)

- Develop and execute content creation, brand partnerships and business development across digital, tv, film, music, sports, Web3, OTT, and other distribution platforms.
- Represent Range Sports as a speaker at industry conferences and in the press.

Be1leve Brand , LLC, Founder, (*August 2021 - Present*)

- 2X National NIL Athlete of the Year (NIL Summit & OpenDorse)
- Brand Ambassador & brand strategy consultant in the college athletics Name-Image-Likeness (NIL) market.
- Executed dozens of successful brand campaigns: JP Morgan Chase, Champs Sports, NBC Sports, DirecTV, NFL Sunday Ticket, Degree, Shell, United States Polo Association, LinkedIn, Boost Mobile, Celestial Seasonings, Discord, Lucchese Bootmaker, LA Food Bank, Be The Match Donor Registry, etc.

UWG Agency (WPP), New York, NY, *Student-Executive in Residence* (*July 2021 - Present*)

- Apprenticeship with Chair/CEO of the industry's largest and longest running multicultural advertising and marketing agency (an affiliate of WPP)
- Helped launch The NILE (Name Image Likeness Equity & Empowerment) Sports consulting unit.
- Advised brands, agencies, and media companies on media investments best ways to ensure equity and empowerment in their NIL media investments.
- Worked on campaigns with over \$1 MM of media investment .

Accelerator for America, Los Angeles, CA, *Communications Intern* (*Sep 2020 - Jul 2021*)

- Founded in 2017 by Los Angeles Mayor Eric Garcetti

- Part of the communications team at Accelerator for America finds and develops solutions to economic insecurity and shares them with cities to create national change from the ground up. We are led by an Advisory Council comprising mayors, labor leaders, corporate CEOs and non-profit executives from across the country. The R&D arm of cities and mayors.
- Worked on projects with more than \$40 Billion in Public Sector transactions executed

LEADERSHIP - PROFESSIONAL DEVELOPMENT

Fellow, Toigo Foundation

- Rigorous training and leadership development for high potential graduate students pursuing careers in finance
- Highly selective admissions process

JP Morgan Chase Investment Banking Virtual Experience (Forage). (Summer 2023)

- Certificate of completion from J.P. Morgan awarded to those that complete the program recognizing the core investment banking skills demonstrated. M&A. Target information and auction process Financial analysis – run the numbers Provide an investment recommendation

Dorm Room Fund (First Round Capital), San Francisco, CA (Summer 2022)

- Competitive admissions, Eight (8) week training course and mentorship program on the basics of venture capital investing
- Courses Included: Venture Finance 101: Cap Tables and Term Sheets, Technology Trends & Developing Investment Theses, Business Models & Product, Due Diligence & Creating Deal Memos

Linkedin Creator Accelerator Program, Los Angeles, CA, Member of inaugural Creator Cohort (January - April 2022)

- 1 of 100 members selected for LinkedIn Creator Accelerator Program (the only current NCAA student-athlete selected)
- Trainings and workshops on professional content creation and professional networking

Summer Business Academy, Harvard Business School, Cambridge MA (July-August 2018)

- Competitive admissions. Utilized the Harvard Business School Case-method to explore topics in General Management and Finance.
- Topics covered: Strategy development, Idea generation, Elevator pitch, Market Research, Competitive Analysis, Business Planning, Financial Modeling, and Career Planning.

Battles Won Academy, United States Marine Corp, Washington DC (July-August 2018)

- Leadership development and training at US Marine Corp HQ at Quantico, VA
- 1 of 2 students selected to represent the State of Texas as a *Semper Fidelis* All American

RECENT PUBLIC SPEAKING - THOUGHT LEADERSHIP

- Variety + Sportico, Sports and Entertainment Summit, “Featured Speaker re: latest trends in NIL Deal-making...”, July 13, 2023. Los Angeles, CA
<https://events.variety.com/sportssummit>
- Stagwell Sport Beach in Cannes, “The Future of Sports Rights”, June 19, 2023. Cannes Lions Creativity Festival, Cannes, France
<https://sportbeach.splashthat.com/>. 1st College Athlete to Speak at Cannes Lions.
- NIL Summit at the College Football Hall of Fame, “Building an Authentic Brand”, June 4, 2023. Atlanta, GA.
<https://nilsummit.com/nil-speakers/>. Inaugural NIL Summit Male Athlete of the Year.
- PTTOW! Summit. “Show me the Money: Walking The Tightrope of Name, Image, & Likeness”, May 24, 2023. Carlsbad, CA
<https://pttow.com/our-community>. 1st College Athlete to Speak at PTTOW!
- Sports Lawyers Association Annual Conference. May , “Two Years of NIL: Legal and Policy Issues”, May 13, 2023. Los Angeles, CA <https://www.sportslaw.org/conferences/2023conf/speakers/index.cfm>
- https://www.linkedin.com/posts/chaseqb11_belleve-nilforgood-linkedinsports-activity-7063945379209248769-6_a3?utm_source=share&utm_medium=member_desktop. 1st College athlete to speak at SLA Annual Conference.

- Chase Bank 'Financial Literacy and Student Banking', May 4, 2023 Los Angeles, CA. JP Morgan Chase 1st College Athlete Brand Ambassador.
- Rose Bowl Legacy Foundation. "The Future of College Athletics", May 3, 2023. Rose Bowl Stadium, Pasadena, CA
- UCLA Beloved Community Initiative, Royce Hall Lecture, "Taking Accountability: Making Impact", April 25, 2023. <https://twitter.com/ChaseQB11/status/1649180561313865730?s=20> .1st College student recipient of the True Bruin Medal and delivered the Royce Hall Lecture.
- UCLA Alumni Association Town Hall. "Name, Image, Likeness and Its Impact on Student-Athletes", March 14, 2023. <https://newsletter.alumni.ucla.edu/connect/2023/march/alumni-town-hall.html>
- SBJ: Sports techie LA Sports Innovation Conference. "NIL & Athlete Brands: A New Era", November 22, 2022. Los Angeles CA.
- <https://www.lasports.org/innovation-conference>
- The Bridge Summit, Next Play Capital. "The Athlete|The Edge", June 10, 2023. Chase Center, San Francisco, CA.
- All Vote No Play, "Engage Athlete: All Star Meeting", September 13, 2022. Los Angeles, CA
- ABIS Champions & Legends Weekend. May 29, 2022. Las Vegas, NV.
- University of California Board of Regents Meeting, "Building an Ecosystem to Support Student Entrepreneurs", April 27, 2022. Los Angeles, CA
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- Brand Innovators & Influential. NIL SUMMIT. Student Athlete Panel. April, 2022.
- Advertising Week NYC. "Investing in College Athletes". The 1st college athlete to speak at Advertising Week NYC. October, 2021.