



# EMILY COLE

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## SUMMARY

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Former NCAA All-American athlete, best selling author, and NIL advocate with expertise in brand-building and women's health. The first NCAA athlete to publish and profit from a book using NIL. Dedicated mentor, speaker, and entrepreneur with over 700,000 followers across platforms, committed to elevating women's sports, supporting student-athletes, and driving innovation in athlete wellness & performance.

## EDUCATION

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### Duke University - Bachelor of Science

Aug 2019 - May 2024

- Major in Computer Science
- Minor in Economics

## WORK EXPERIENCE

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### Visible Ventures - Associate

Feb 2025 - Present

- Supports investment sourcing and due diligence on early-stage consumer companies
- Conducts research on emerging industry trends in AI / health tech, NIL, and women's sports
- Assists firm & portfolio companies with brand strategy and content development to drive growth

### Entrepreneur & NIL Mentor

Nov 2021 - Present

- Built a personal brand with over 700,000 social media followers.
- Earned NIL deals with Adidas, Garmin, Therabody, Marriott Hotels, Invesco, and H&R Block.
- Mentors female athletes through the NCAA x Meta NIL Empower program
- Panelist at the NCAA NIL Summit on financial literacy panels for Robinhood & Invesco

### Best Selling Author - The Players Plate

Nov 2022 - Present

- First NCAA Athlete to publish a book leveraging their NIL
- 200 page guide to sports nutrition and finding balance for elite athletes
- Inspired by a 2 day coma at 17 years old from hyponatremia (overhydration without electrolytes)

### Founder - Salty & Strong Run Club (with Morgans Message)

Feb 2025 - Present

- Girls & women run club to promote community, proper fueling & mental health
- Supports Morgan's Message, a nonprofit dedicated to supporting student athlete mental health

## ACHIEVEMENTS

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- 2024 NCAA NIL Summit Scholar Athlete of the Year
- Team Captain, Duke Cross Country & Track and Field
- Two-time USA Track & Field Championships Qualifier
- Three-time All-American
- Duke School Record Holder, 3000m Steeplechase
- Four-time ACC Outdoor Track & Field Team Champion