

ALEXYS K. FEASTER

Innovative sports and entertainment industry ambassador with over 15 years of experience overseeing influential programs, partnerships and engagement strategy for best in class sports and entertainment organizations. Leads with energy, vision and values, to help guide diverse people and teams in dynamic and high-profile environments to achieve personal and organizational goals. Enthusiastic speaker and host on the intersection of entertainment x culture x social impact.

EXPERIENCE

December 2020-Present

The Kinship Advisors | Founder & Chief Impact Officer

- Create alliances with athletes, entertainers and organizations by collaborating on high-impact programs and strategic consulting focused on social justice, civic engagement and brand development.
- Lead the creation of innovative initiatives, programs and partnerships focused on underserved populations and communities of color to enrich their life skills in areas including financial education, wellness and healthy relationships.
- Provide 1:1 and group mindset coaching resulting in sustained personal and professional growth.

December 2014-November 2020

National Basketball Association | Senior Director, Player Development

- Led all NBA player engagement strategy and program creation for social justice and civic engagement initiatives resulting in an unprecedented level of player involvement in the social justice movement; including:
 - Created and hosted the virtual “Where Do We Go from Here?” conversation series with players and leaders in the social justice movement, including Van Jones, Tamika Mallory and Tamika Palmer (mother of Breonna Taylor) around racial equality, policy change and sustainable community impact.
 - Advised and created individualized action plans with experts, players and teams on social impact.
 - Planning committee and on the ground lead in the “NBA Bubble” in Orlando for player social justice commitments, including content ideation and program implementation.
 - Led the ongoing voter registration efforts for teams and players, in conjunction with the NBA Players Association (NBPA), resulting in an increase from 22% to 96% of all eligible players being registered to vote by the November 2020 Presidential election.
- Served as the NBA’s Social Responsibility and Player Programs ambassador for global innovation and the lead ambassador for Dream in Color (NBA’s Black Employee Resource

Group), advising executives across the organization around culture and integration and moderating league-wide town halls on these topics.

- One of 10 people chosen to advise the NBA Commissioner on issues related to race and Black culture within the organization and across the league relating to players and their communities.
- Established new player programs and engagement strategies, while elevating existing signature programming for 450 active NBA Players at all stages of their careers and for the 30 NBA Teams.
 - Evaluated the effectiveness of topics and presenters for Draft Combine Programming, Summer League, the Rookie Transition Program and Team Awareness Meetings; and revamped all programming to ensure maximum impact in areas including financial education, mental health, player assistance, leadership and the NBA's Generation Next Program for the 100+ active players who are under 21 years old.
- Led the NBA Healthy Relationship program and one of four executives on the NBA/NBPA Domestic Violence Policy Committee, focused on strengthening and supporting players and their families throughout their NBA careers; including the creation of the first joint NBA/NBPA Domestic Violence Helpline.
- Pioneered cross-collaboration opportunities across the league, including NBA China and NBA Africa, to integrate authentic player interests and developed the only department revenue generating initiatives by integrating NBA Global Partnerships into key player-focused activations at NBA All-Star and the NBA Draft.

January 2013-December 2014

HardPin | Head of Development and Executive Producer

- Identified and vetted clients, vendors, sponsors and strategic partnership opportunities that aligned with the mission established by the founders, key members of President Obama's acclaimed campaign video team; to create compelling stories that inspire and impact the world. Conceptualized and executed the vision for clients from ONE.org, PSAs for Kobe Bryant/United Way: HomeWalk and Microsoft: Scroogled.

November 2011-November 2012

Obama for America | National Regional Surrogate Director

- Enlisted and deployed over 500 influential, high-profile individuals and veterans to speak, appear and perform nationally at grassroots and fundraising events on behalf of President Barack Obama's reelection campaign.
 - Collaborated with White House officials on national event scheduling plans to rally voter turnout; including the appearances of President Obama and budget development/maintenance between \$500k-\$3m for artists like Mariah Carey, Jon Bon Jovi and Bruce Springsteen.
- Managed the national outreach strategy for over 100 professional athletes, comprising of fundraising efforts like the Obama Classic (\$3.5m raised) and the development and execution of "Athletes for Obama" programs, social media campaigns and community-based events with players in the MLB, NBA, WNBA, NFL and Olympians.
- Implemented and measured cutting-edge constituency-specific engagement, including activations during Super Bowl and NBA All-Star; and the production of NFL: "Gotta Vote," Alicia Keys: "We are a Powerful Force," NBA: "The Greatest" and Jay Z: "The Power of Our Voice" digital campaigns that reached over 5 million viewers.

March 2009-November 2011

Wavaflow Studios | Vice President, Business and Community Development

- Instituted innovative marketing initiatives and formulated strategic partnerships that increased notable client presence and generated over \$500k/yearly revenue for state of the art production facility in Los Angeles.
- Leveraged relationships to activate celebrity-driven “musical workshops” and mentoring to incentivize at risk youth through D.A.R.E. America and Children Uniting Nations; resulting in decreased truancy.
- Recruited, supervised and managed the budget for 10 project managers, content editors, engineers and support staff assigned to notable studio clients, such as Roc Nation, Nas, Alice in Chains, will.i.am and Nicki Minaj.

June 2005-November 2011

Q&A Productions | Co-Founder and President

Consulted with athletes and entertainers to identify areas of improvement for their brand before creating strategic plans for new business development, increased community impact and crisis management.

August 2006-March 2008 | Santa Monica, CA

Interscope Geffen Records | Artists & Repertoire (A&R)

- Served as the liaison between recording artists and the record label by assisting with artist development personally, artistically and commercially; including the daily management of recording schedules, arrangement of songwriters and producers, as well as negotiations that provided cost-savings and increased ROI.
- Oversaw the staffing of department support and improved the comprehensive intern database for the label.

September 2004-August 2006

NBCUniversal | Coordinator, Entertainment Press & Publicity

- Developed and distributed the press releases that formulated a relationship between the network, show talent and the public; with the goal of increased visibility and awareness of NBC’s talent on programs such as “The Biggest Loser,” “West Wing,” and “The Office.”
- Managed the talent and troubleshooting responsibilities for high profile events, including the Emmy and Golden Globe Awards, the Jamie Foxx “Unpredictable” Special and live finales for various network programming.

EDUCATION

American School of Professional Life Coaching | 2020

Certification: Life Coach (an International Coach Federation “ICF” approved program)

HBX | Harvard Business School | 2017

Certificate: Disruptive Strategy Program with Clayton Christensen

NYC Department of Health and Mental Hygiene | 2016

Certificate: Mental Health First Aid USA

James Madison University | 2003

Bachelor of Arts: Communications, Public Relations (Dean's List) | Minors: Music Industry and Spanish language

Study abroad: Universidad de Salamanca | 2002

LEADERSHIP AND ACHIEVEMENTS

National Basketball Wives Association | 2018-Present

Professional Advisory Board

JMU Hart School of Hospitality, Sport and Recreation Management | 2018-Present

Advisory Board

Diversity and Inclusion Sports Consortium | 2018-Present

Symposium Planning Subcommittee

Slam Magazine | 2020

Most Powerful Women in Sports

Adweek | 2019

30 Most Powerful Women in Sports

Culture Creators | 2019

Innovators & Leaders Award

The Network Journal | 2018

Top 40 Under 40 Dynamic Achievers

Women in Entertainment Empowerment Network (WEEN) | 2016

100 Influential Women Leaders