

Golden Ties Advisor Network Case Study

Empowering Cal's student-athletes with
knowledge and advice from expert alumni

Contact

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Golden Ties Advisor Network

*Connecting Student-Athletes
with Experienced Alumni*

Golden Ties

Cal Golden Ties Advisor Network

FIND AN ADVISOR



The Challenge

Today's Student-Athlete

Faced with balancing a demanding academic schedule and full-time athletics, today's student athletes have little time for much else. Student-athletes have a unique college experience compared to their peers, oftentimes missing out on internships, work study programs, job fairs, etc.

Why this Matters

Less than 1% of student athletes will go on to play professional sports. Access to mentorship, career exploration, and professional development opportunities is a necessity. The InstaViser platform provides a way to bridge the gap between a successful athletic career and what comes after graduation.

Scalable and Sustainable

Providing personal attention to hundreds of student athletes is unsustainable and nearly impossible for one staff member or even a small team. With an InstaViser platform, student-athletes receive high quality resources and one-on-one interactions, scaling the program's reach and ultimate success.

InstaViser: Powering the Golden Ties Solution

Find a Mentor

Matching and Self-Selection

After invitation into the Network, student-athletes are provided a list of compatible mentor matches and can browse all mentor profiles, searchable by expertise, industry, etc.

Schedule A Session

Seamless and Efficient Scheduling

Student-athletes select a time from the mentor's available schedule and book an online virtual video or phone session, all done via the platform.

Get Expert Guidance

Amplified Odds of Success

Student-athletes now have time in their busy academic and athletic schedules to network, gain advice and make valuable connections to begin building their future after college.

OUR ADVISORS
ASHA

Golden Ties Advisors

SHOWING 22 MENTORS

Topics

- ☐ Applying to Business School
- ☐ Applying to Graduate School
- ☐ Applying to Law School
- ☐ Finding Full-Time Jobs
- ☐ Finding Internships
- ☐ Informational Interviews
- ☐ LinkedIn Profile Review

Industry

- ☐ Accounting
- ☐ Advertising and Marketing
- ☐ Banking
- ☐ Communications
- ☐ Consulting
- ☐ Consumer Products
- ☐ Education
- ☐ Energy

Beth Voetsch

Assistant Athletics Director, Development with Cal Athletics

[LEARN MORE](#)

Cal Student-Athletes

Student-Athlete Development, UC Berkeley

[LEARN MORE](#)

Colby Rapson

Sales Development Specialist, LinkedIn

[LEARN MORE](#)

Danielle De Smeth

[LEARN MORE](#)

Drew Sanders

Banyan Tree Strategies

[LEARN MORE](#)

ADMIN
OUR ADVISORS
KISH

Ryan Jones

VP of Global Communications, 2K Games

Book a Session With Ryan

[BOOK NOW](#)

Review and Confirm

Session with Ryan

Friday, June 23, 2017 (Modify)

1:30 PM - 2:00 PM (Modify)

[BOOK THIS SESSION](#)

Topics

- Applying to Graduate School
- Finding Full-Time Jobs
- Informational Interviews
- LinkedIn Profile Review

Industry

- Advertising and Marketing
- Communications
- Consumer Products
- Entertainment and Recreation
- Journalism
- Public Relations

Years in Industry

14

[LinkedIn](#)

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Years in Industry

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[LinkedIn](#)

Experience and Accomplishments

Began working in the video game industry as an editorial assistant at GamePro magazine in 2003, then became a freelance writer for that and other video game publications while attending grad school in the UK at UCL. I then began working in PR/Communications at an SF based PR agency, and served clients like Disney Interactive, Sony PlayStation, SEGA, Trion Worlds, 2K Games, Irrational Games and more. Since 2011 I have been the head of PR/Communications at 2K Games, a video game publisher based in Novato. I built our label's first integrated Communications department and have rolled out the structure to our teams globally in EMEA and ANZ as well.

Approach to Mentoring

I can assist student athletes in getting into the PR industry, the video game industry and generally provide actionable guidance about how to prepare for career life, and what to expect from working in those fields.

Favorite Sports Moment

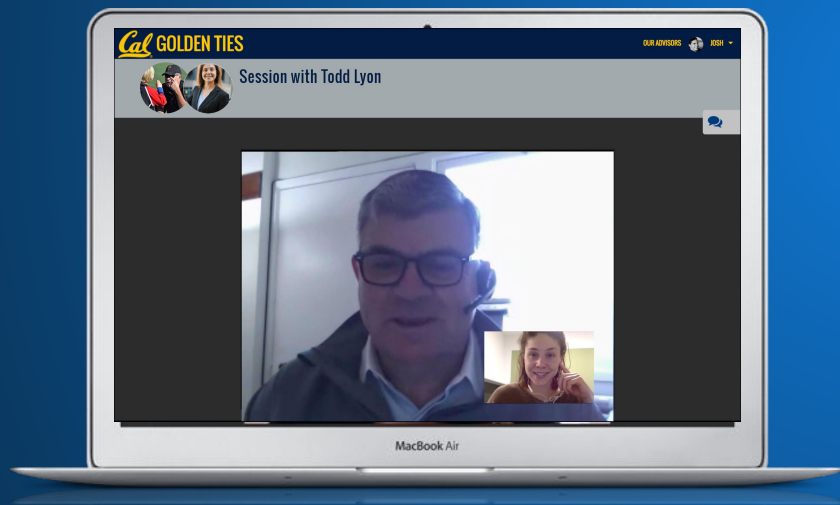
Winning the Big Game in 2002 and bringing the Axe back to Berkeley after a long absence.

OUR ADVISORS
KISH

Session with Todd Lyon

Impact

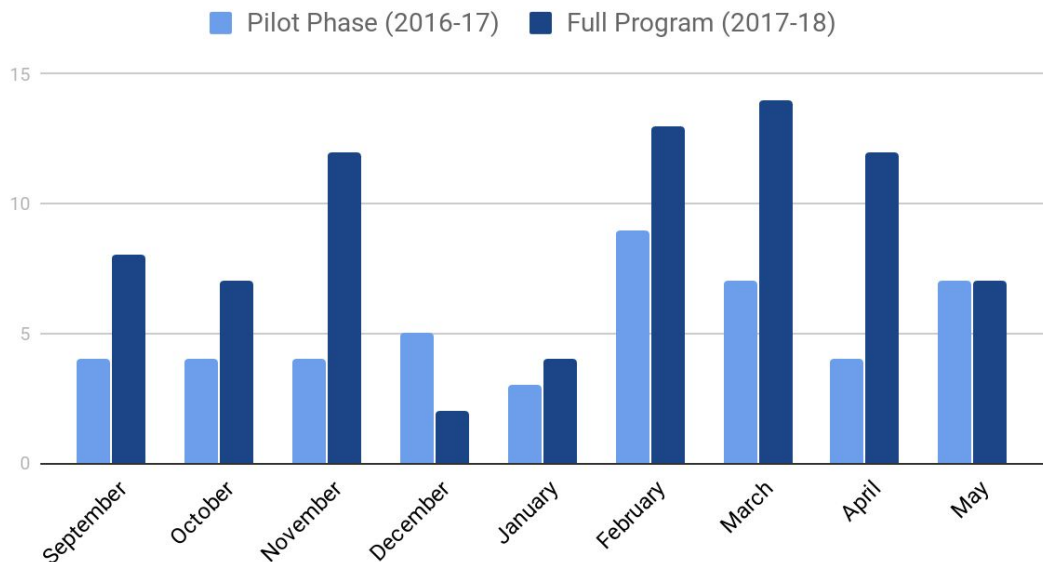
Connection. Mentorship. Results.



Since its launch in 2016, the Golden Ties Network has grown to over 200 active members with **more than 150 sessions** conducted on the platform, **connecting student-athletes with alumni** for expert advice, networking, and career mentorship.

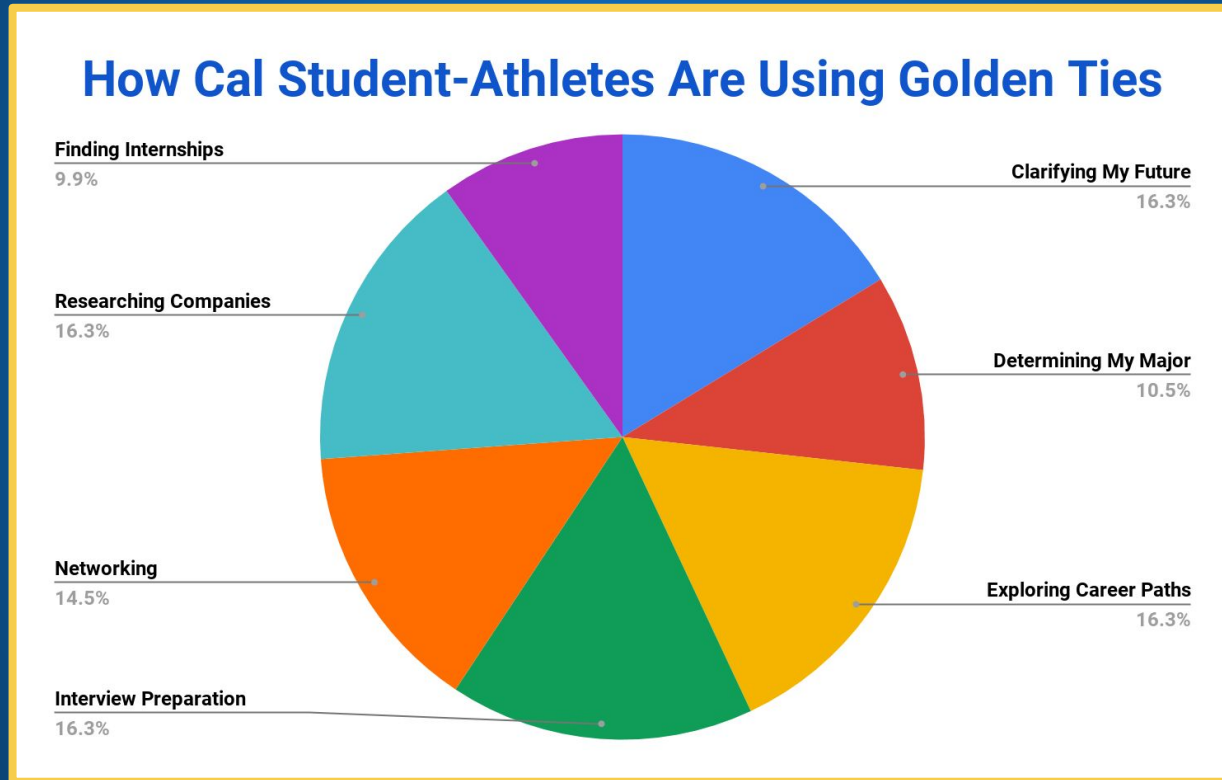
Platform Growth and User Engagement

Platform Growth by Sessions Booked in Pilot vs. Full Program



- In 2017-18, the Golden Ties Network is averaging 9 mentorship sessions per month, a 70% increase from the 2016-17 pilot program.
- Total Sessions grew by 68% from 47 in the pilot year to 79 in the full program.
- Peak sessions booked in one month grew by 56% from 9 sessions (February 2017) to 14 (March 2018).

How the Network Supports Student-Athletes



Real Results: Career & Internship Opportunities



John

John had several sessions with alumni in the finance industry, and landed a summer internship at a wealth management firm.



Asha

After connecting on Golden Ties, Asha met with her advisor in person at his company office in Spain and received a summer internship and subsequent job offer.



Natan

With his eyes set on Tokyo 2020, Natan was able to learn more about graduate school opportunities that support his long term athletic goals. He will be attending Cambridge this Fall.



Kyte

Kyte secured a summer internship through his Golden Ties Advisor as a Freshman. The internship gave him valuable experience to help him get accepted into Haas.



Karla

Through Golden Ties, Karla connected with alumni at a private equity firm, a hedge fund, and several real estate brokerages, to learn more about different career choices available to her.



Chelsea

In need of an internship at the end of her junior year, Chelsea booked three sessions to learn more about marketing, which helped her secure a summer position.