



Ishveen Jolly

CEO & Founder at OpenSponsorship

Ishveen is a trailblazer in the sports marketing industry having built OpenSponsorship.com into the world's largest marketplace connecting brands to athletes for digital marketing campaigns.

Her accolades include getting on the Forbes 30U30 sports list, Inc's top 100 female Founders list and raising over \$5M for the company including from NBA team owners, athletes such as Serena Williams, notable VCs, and her Alma Mater Oxford University.

The marketplace has 12,000 athletes, 60% are managed by the major sports agencies and 40% is athletes direct. They have done 10,000 deals including for brands like Walmart, Footlocker, ESPN, Fanduel and 100s more.

[LinkedIn: Ishveen Jolly](#)