

SETON HALL | LAW

Sports Law Symposium: Money in Sports: The Year of Investment in Sports
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Tracy Deforge, Esq.

Founder & CEO & Seton Hall Law Alumna

The Players' Impact

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Education – J.D. Seton Hall Law School, B.A. Wagner College

Expertise – Executive Management, Entrepreneurship, Venture Investment

An attorney by training and the founder of The Players' Impact, a venture platform for professional athletes, her career has focused for more than a decade on start-up companies and sports/media technology offerings. Tracy's background provides management expertise, startup business initiatives, legal affairs experience and managing operations. Tracy has been starting, growing, and selling companies for over 25 years. Her roles and positions throughout her career saw her intimately involved in all aspects of entrepreneurship, from envisioning the concept, business planning, hiring, operations build out, fundraising, strategic partnerships, outsourcing, finances, marketing, and more. After earning her J.D at Seton Hall University she worked for the **National Hockey League**, **Major League Baseball Advanced Media** and was a partner in the first of its kind venture investment firm focused on companies that intersected sports, technology and media/entertainment. Tracy started the Boston chapter of Women in Sports and Events, a not-for-profit representing the voice and invaluable resource for professional women in the business of sports and remains and advisor. Tracy is the chairman of the National Women's Soccer League Players Association Advisory Board as well as a board member of Team USA Handball and the New England Chapter of Positive Coaching Alliance. Tracy has 2 children, is a 6-time marathon finisher and a 2nd degree black belt in Tae Kwon Do and a 2018 Haymaker's for Hope fighter.