

Kate A. Fitzgerald

PROFILE

High-energy builder with a background in D1 athletics, brand development, sales and sports innovation. Known for launching ideas that move; from NIL-fueled startups to immersive events and company-wide initiatives. Strong track record leading creative strategy, operations, and partnerships across sports, business, and culture. Passionate about executing successful, efficient programs/events that are a win for all stakeholders.

EDUCATION

Arizona State University

- M.S., Business Entrepreneurship & Venture Development (*May 2025*) & B.S., Biomedical Sciences (*May 2024*)

WORK EXPERIENCE

PepsiCo Sales

2025-present

- Manage and grow a portfolio of 300+ independent foodservice accounts through relationship-driven sales, installation alignment, activation marketing strategy, finance contracts, and more.
- Designed and led a team incentive within first three months, driving new account acquisition and ranking 2nd in the west division.

Arizona State University – Edson E-I Institute + SPORTx

2023-present

Board Member SPORTx, and Co-Founder, Student-Athlete Venture Studio (SA VS)

- Co-designed and scaled a \$3.4M+ NIL x Sport Venture Program flagship in partnership with GoDaddy
- Built scalable operational frameworks; leading large-scale activation and grant distribution events, managing volunteers, partners, students, and stakeholders.
- Conducted strategic planning and partnerships to support growth and scalability of seed-stage sport tech ventures
- Delivered 1:1 coaching to 100+ athletes on personal branding, business modeling, and startup strategy.
- Collaborations with MLSPA, NBA G-league, GoDaddy, USTA, Arizona Board of Regents, and Honor Health.

VBAmerica – Founder

Arizona | 2021-2024

- Founded and scaled a licensed volleyball lifestyle clothing brand sold in NCAA bookstores and online; managing B2B and D2C operations while competing as a student athlete.
- Closed partnerships with 7+ universities including UCLA, Stanford, ASU, USC, and Indiana
- Ran events with AVP (Association of Volleyball Professionals), BVCA (Beach Volleyball Clubs of America), the San Diego Mojo pro-team, and numerous youth organizations.
- Led product development, vendor negotiations, and supply chain strategy across multiple SKUs.
- Oversaw brand positioning, pricing strategy, managed GTM strategy, 10+ NIL influencer campaigns.

LEADERSHIP

Colorado Beverage Association

CBA/PepsiCo | 2026 Cohort

- Focused on beverage industry legislation, sales, finance, and competitive collaboration with peer companies.

Arizona State University – Division I Beach Volleyball

Scholarship Athlete, Team Captain | 2020-2024

- Walk-on turned scholarship athlete; top-20 all-time in wins; led ASU to its first NCAA tournament appearance.
- Highest NIL earner in Olympic sports at ASU (2023-24).

Student-Athlete Advisory Committee (SAAC) – President

Sun Devil Athletics & PAC-12 | 2022-2024

- Represented 650+ athletes; built and led an executive board and multiple subcommittees. Scaled engagement 3x.

Leadership Fellow – Tip of the Fork Program

Sun Devil Athletics | 2021-2024

- Completed a 3-year leadership and ethics program with community impact projects.

Global Sport Institute – Student Mentor

Arizona State University | 2022-2024

- Facilitated workshops for pro/college athletes and teams on NIL and identity beyond sport.

HONORS & MEDIA FEATURES

- ASU Graduation (2023, 2024) and Title IX Event Keynote Speaker, 3x PAC-12 Academic Honor Roll, NCAA Academic All-American
- [Phoenix Business Journal's](#) INNO 25 Under 25
- [Desert Financial Credit Union](#) ambassador represented in national television advertising and at branch openings
- (media) [KateFitzgerald.com](#), [Fox10](#), [ABC15](#), [12News](#), [Yahoo Finance](#), [The Business Journals](#), [USPTO](#), [LGTV](#)
- 3PT Challenge Winner: top 10 sales reps across west division in her first period at PepsiCo