



**Xelay Acumen Group, Inc.**  
**Intern, Sports Management (Initially Unpaid)**

**Location:** In-person in office San Mateo, CA

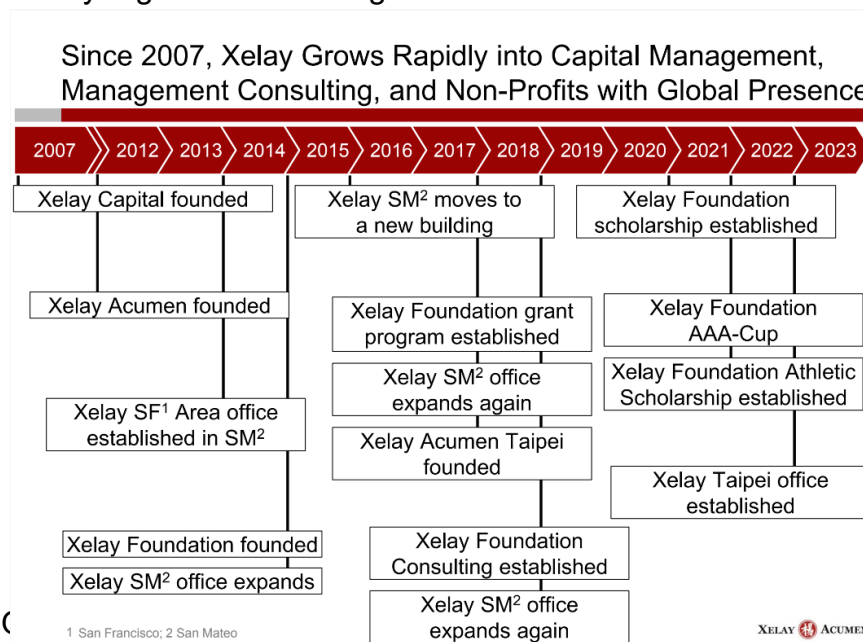
**Schedule:** Part-time or full time during office hours (full time is a 6 months commitment)

**Company Description**

Xelay Acumen is a boutique strategy and management consulting firm working across healthcare, technology, and emerging ventures. Sports Management is a new division within Xelay Acumen established to represent athletes by supporting business management, financial investments, brand development, revenue growth, strategic partnerships, and event operations. Our sports management team currently supports professional athletes with contract negotiations, sponsorship outreach, event planning, and social media strategy.

At Xelay Acumen Group, Inc., our people are excited to help clients address their most pressing issues and challenges. We leverage the flexibility and expertise of our virtual network and organization and bring to bear an unparalleled combination of skill sets: strategic problem solving, rigorous analyses and methodologies, and clear and concise communications to bring about uniquely extraordinary results.

Xelay Acumen was first started in 2007 with a private investment fund (Xelay Capital) serving non-profit institutions. Xelay Acumen Group has rapidly established itself as a leading consulting firm in the pharmaceutical and biotech sectors since 2012. Headquartered in the San Francisco Bay Area, the firm also established an Asia Pacific office in Taipei in 2018. Xelay Foundation, our non-profit foundation, was founded in 2015 and grants over \$200,000 annually to local community organizations and global research institutions:



## **Position Description**

This internship offers hands-on experience in the business side of professional sports. Interns will work directly with our sports management team to support athlete representation activities and help expand athlete brand presence. This is a strong opportunity for students interested in sports management, marketing, communications, business, analytics, or entrepreneurship. Given that this is a new division for Xelay Acumen, the internship also allows interns to be at the ground level in developing the systems and processes for potential growth of the division, eventually, taking on a leadership role that for the successful intern, would translate into a paid full time role within Sports Management or other divisions within Xelay Acumen Group (Pharma/Biotech Management Consulting, Property Management, Xelay Capital Investment Fund, non-profit Foundation).

## **What You'll Do**

Intern responsibilities may include:

- Assist with partnership and sponsorship research (brands, companies, and local organizations)
- Help prepare outreach materials (emails, flyers, schedules, social media messages)
- Support coordination of live events such as: clinics, brand collaborations, and athlete appearances
- Track communications, leads, scheduling, and contract status
- Contribute to social media strategy: content ideas, captions, influencer outreach
- Conduct competitor and industry research in the rapidly growing sport of pickleball
- Help maintain CRM, calendars, event sign-ups, and email marketing tools
- Provide on-site support at select events or clinics (optional/local)

## **What You'll Gain**

- Real experience working with a professional athlete and sports management team
- Exposure to sponsorship negotiation, sales outreach, and event planning
- Learning how athlete branding, social growth, and revenue generation work in practice
- Opportunities to develop leadership, organization, communication, and project-management skills

Office Phone: (707) 778-7001 | Email: [info@xelayacumen.com](mailto:info@xelayacumen.com)  
Address: 400 South El Camino Real Ste 1200, San Mateo, CA 94402 |  
[www.xelayacumen.com](http://www.xelayacumen.com)



- A meaningful résumé-building internship with direct impact on athlete success
- Letters of recommendation available based on performance and/or potential promotion to a full time role within Sports Management or other division within the Xelay Acumen Group

### **Who We're Looking For**

- Recent or soon to have an undergraduate degree (any major) with strong interest in sports, marketing, or business
- Passion to learn and develop, high degree of professionalism to prioritizing clients and personal development, ultra reliable, super organized (strong J on MBTI), and obsessively proactive in communicating with teammates to align and learn
- Already experienced with or will prioritize learning on their own, strong ability to communicate professionally over email and social media and verbally in-person
- Experience with PPT, Instagram/TikTok, Google Workspace, or CRM tools is helpful

### **Time Commitment**

- Full time 40 hours per week
- Part time >20 hours per week
- Minimum 6 month internship for full time. Part time >6 months

### **Compensation**

This is an initially unpaid internship with the possibility for top performers to be offered a full time paid analyst role

### **Interested parties should apply via**

<https://www.surveymonkey.com/r/XelayAcumenJobs>

For more information, visit: [www.xelayacumen.com](http://www.xelayacumen.com) or find us on LinkedIn and Facebook.

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