



Kevin Nickelberry Joins Gazelle Group An Elite Coach and Recruiter

For Immediate Release

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Princeton, N.J. – The Gazelle Group is pleased to announce the hiring of Kevin Nickelberry as Vice President of Development, focusing on Gazelle’s Name, Image, and Likeness (“NIL”) activities.

“We are thrilled to have Kevin join our team. We have invested in college athletics for over thirty years and Kevin has the perfect background and experience to lead our expansion into the growing NIL business”, said Rick Giles, President of Gazelle.

Kevin Nickelberry is a veteran coach of more than thirty years, including fifteen years as a head coach, with experience in the ACC, SEC, and Big East. He has been a part of seven programs that have made postseason appearances, working in all facets of a college basketball with responsibilities ranging from player development and pregame scouting to in-game coaching and game management. He also led the Libya National Team in 2009 and won more games at the FIBA Africa Championship than Libya had won prior to, and since, his tenure.

“It’s an exciting opportunity for me to join an established leader in the sports and marketing world and it gives me a unique platform to combine my public relations and marketing background with my coaching experience. I will still be working for the best interests of the athletes we represent --- as I have been as a coach for the past thirty years”, said Nickelberry.

Known as an elite coach and recruiter in college basketball, Kevin has played a role in preparing players who have earned 25 rookie/newcomer/player of the year honors as well as coaching more than 30 all-conference players during his career.

Nickelberry’s recruiting resume includes:

- Constructing Florida State’s 2024 freshman class including one top 50 recruit, one 4-star recruit and two 3-star recruits
- A standout transfer portal class at Florida State, highlighted by an all-ACC conference player
- The #2 ranked transfer class at Georgetown

- Three top 10 classes for LSU in as many seasons
- Nine players on Clemson's 2008-2010 NCAA Tournament teams

While focusing on Gazelle's NIL activities, Kevin will spearhead the recruitment, placement, and servicing of Gazelle's clients.

Prior to beginning his coaching career, Nickelberry was involved in many successful entrepreneurial ventures. He was the president of two public relations firms and founded an at-risk youth non-profit organization in the Washington, D. C. area. Kevin played at Virginia Wesleyan University where he graduated in 1986 with a Bachelor of Arts degree in communications.

About the Gazelle Group

The Gazelle Group is a sports marketing firm specializing in coach and player representation, sponsorship sales and consulting, and event production and management,. Gazelle produces numerous nationally recognized college sports events, such as the Empire Classic, Legends Classic, Gotham Classic, Sunshine Slam, College Basketball Invitational, Kwik Trip Holiday Face-Off, Deacon-Wolverine Challenge, Boardwalk Battle, Jersey Jam, and Holiday Hoopfest as well as on-campus events at Duke, Kentucky, Ohio State, Marquette and other institutions across the country. For more information on the Gazelle Group, please visit gazellegroup.com.