



***Northwestern Mutual to serve as  
Financial Representative for Gazelle NIL Clientele***

**For Immediate Release**

**February 25, 2026**

**Princeton, N.J.** – The Gazelle Group is pleased to announce the engagement of Northwestern Mutual as a Financial Representative for our NIL Clients.

Traci Carter is a Philadelphia native and Northwestern Mutual Financial Representative. Traci brings a unique 'player-first' perspective to financial planning. A standout collegiate athlete, Traci's basketball career spanned the Big East at Marquette, the Atlantic 10 at La Salle, and ultimately culminating at Hartford. There, he was an All-Conference and All-Defensive team selection, setting program records for both single-season steals and assists.

Transitioning from the hardwood to the financial sector, Traci now serves as a Financial Representative dedicated to empowering the next generation of athletes. By combining his high-level competitive background with professional financial expertise, he helps athletes manage their earnings with the same precision and discipline required to compete at the Division I level.

**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 Edward Jones Capital Showcase, Empire Classic, Legends Classic, Gotham Classic, Greensboro Invitational, 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](http://gazellegroup.com).