

FOR IMMEDIATE RELEASE  
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## **Mass Strategies Welcomes Former KU Senior Associate AD Dan Beckler as President & COO**

**WICHITA, Kan.** – Mass Strategies announced today that Dan Beckler will join the ownership group and serve as President & Chief Operating Officer for Mass St. Collective. Beckler spent the past three years with Kansas Athletics, most recently serving as Senior Associate Athletics Director of Strategic Communications and External Initiatives. Prior to coming to KU, Beckler worked for over a decade in the National Football League, including nine seasons with the San Francisco 49ers and one with the Tennessee Titans.

In this new role, Beckler will lead the day-to-day business operations of Mass Strategies including business growth opportunities, cultivating relationships, orchestrating and planning NIL events for KU student-athletes, and providing strategic direction for the entirety of the company. Additionally, Beckler will serve as lead communicator with KU administrators, coaches, student-athletes and third-party affiliates of Kansas Athletics to plan and execute events as well as other opportunities for student-athletes to fulfill NIL deals.

A Wichita native, Beckler brings a variety of real-life name, image and likeness experiences as well as trusted relationships with KU administrators and student-athletes. He will begin his new role with Mass Strategies at the Kansas Football home game vs. Tennessee Tech on September 2<sup>nd</sup>.

“To exceed the standard of excellence a Jayhawk student-athlete deserves, we must surround them with talented individuals that have achieved at the highest levels of their profession,” Baty said. “We are excited to welcome Dan to lead our day-to-day operations including business development, implementation and activation of NIL opportunities, strategic efforts as well as internal and external communications. His leadership and experiences will allow me to focus my efforts and passion in a more permanent fundraising role within Mass St. as we strive towards raising significant financial commitments to ensure KU student-athletes are leaders in this space.”

“The NIL space has been a high-priority and frontline item in college athletics, and I’m excited to use my experiences in the NFL and at KU to benefit the student-athletes,” Beckler said. “Mass Strategies is now poised to utilize the NIL space to better serve KU donors, supporters, business owners and fans who have a passion to assist in this pertinent space. Our goal is to provide new and unique NIL opportunities to KU student-athletes that aligns with their values and enhances their brand.”

While at KU, Beckler served as the spokesperson and oversaw the external content creation departments including creative and brand, social media, graphic design, and Rock Chalk Video as well as KUAthletics.com and the communications department. The primary goal of Beckler’s team was to build the brand of the Kansas Jayhawks and its student-athletes through content creation and storytelling on social channels and online platforms. During the spring of 2022, in partnership with KU’s multimedia rights holder LEARFIELD, Beckler led the creation and launch of THE BLUEPRINT – an original, four-part content series providing fans an authentic, all-access look inside the 2022 Jayhawk football program under the direction of Head Coach Lance Leipold.

While with the San Francisco 49ers as the Director of Football Communications, Beckler developed public relations plans, strategies and campaigns to enhance the brand of the 49ers organization, Levi's Stadium, players, coaches and team employees. On two occasions during his time in the Bay Area, the 49ers PR staff was a finalist for the Pete Rozelle Award, given annually to the NFL public relations staff that consistently strives for excellence in its dealings and relationships with the media.

Throughout his time in the NFL, Beckler worked three NFC Championship Games, two Super Bowls and one Pro Bowl. In 2016, he assisted in successfully promoting former NFL wide receiver, Anquan Boldin, as the recipient of the 2016 Walter Payton NFL Man of the Year Award, which recognizes an NFL player for his excellence on and off the field.

Prior to the 49ers, Beckler worked with the Tennessee Titans (2009-10) and ESPN Wide World of Sports (2008-09), which included managing the publicity efforts of various events including Tampa Bay Buccaneers training camp, ESPN College Football Awards Show and the Old Spice Classic college basketball tournament. He also interned for the Orlando Magic as well as the Wichita Wranglers, the former double-A affiliate of the Kansas City Royals.

Beckler is a native of Wichita and has two degrees from Wichita State University – a Bachelor's in Sport Administration and a Master's of Education in Sports Management.

He and his wife, Ellie, have two sons, Peyton and Tate, and a daughter, Layla.

### **What They're Saying:**

#### **Richard Sherman, 5x NFL All-Pro, 5x Pro Bowl selection and Super Bowl 48 Champion**

"Dan and I immediately hit it off on my very first day walking into the 49ers building. He quickly became a trusted friend and I know his experiences will be a major benefit to KU athletes in their NIL efforts."

#### **Ochai Agbaji, NBA Lottery Pick, Final Four MOP and 2022 NCAA National Champion**

"Dan was a tremendous help to me when I was at KU and I know he will be a major asset to Mass St. Collective in this new role. Big things on the horizon for KU Hoops players with NIL!"