

# Women in STEM Speaker Series

September 13, 11:30-12pm CST



## Tiffany Kelly

Founder & CEO, Curastory

Tiffany was born in Louisiana into a family of college athletes. Her father was part of the first Black national swim team, while her mother was the only Black woman coding and playing basketball at MIT. By the time Tiffany was a senior at her all-girls high school, she knew she wanted to work in sports. At the time, a woman in sports would be pushed into a marketing job, and she wanted to follow in her mother's footsteps with a technical role, but didn't know how. It was when Tiffany spent her senior summer shadowing the "stats guys" of an NBA team, collecting real-time player data and using it to make game decisions, that she found her path. In college she crafted her own degree that combined computer science, statistics and sports management, and later landed a job at ESPN as a data engineer and the first Black woman on the Sports Analytics Team.

While at ESPN, Tiffany realized that college athletes needed help making money from their social media posts instead of other businesses profiting from them. So she created Curastory, the first platform where student athletes and social media influencers make money from their video content by connecting them with brands. Curastory also provides creators a digital toolkit for creating video content and finding the best brand sponsors.



[Intro Video on Tiffany](#)



[Website: Data Science in the Sports Industry](#)

