Kyle Williams

San Antonio, Texas

Professional summary

Player Engagement and athlete development professional with five years of experience designing curriculum, programs and support systems that develop athletes beyond competition. Currently supports NBA players and families with the San Antonio Spurs across player development, family engagement, operations and individualized services, bringing strong emotional intelligence, adaptability and a get-it- done approach in a fast-moving environment. Experience spans professional sports, NCAA Division I athletics, higher-education instruction and global sport, with a background in facilitating learning, building trusted relationships and translating developmental concepts into practical experiences for athletes.

Professional experience

Player Engagement Assistant | San Antonio Spurs (Spurs Sports & Entertainment)

Oct 2025 – Present

- Help develop an organization-wide CRM and contact-management system, improving the structure, accessibility and automation of contact information across departments
- Help design and execute the organization’s Rookie Success Program, a two-month development experience focused on preparing first-year players for life in the NBA; coordinate programming and facilitate educational sessions
- Utilize AI to maintain data in a season-long player appearances dashboard tracking community and media appearances, supporting recognition programs such as the SS&E Appearance Award
- Develop and maintain core Player Engagement resources, including comprehensive player profiles, resource guides, annual reports, meeting materials and program documentation used to support organizational decision-making and player services
- Assist in player and family engagement initiatives, including watch parties, rookie family programming and community experiences designed to strengthen connections among families and help them navigate life in San Antonio
- Build and maintain relationships with local vendors and service providers to support player and family needs, including transportation, passport services, places of worship and other individualized resources
- Assist in player-facing events and experiences with the Spurs’ business operations teams and external agencies
- Support mental, emotional and personal development initiatives for players by coordinating resources, programming and trusted support systems beyond basketball
- Manage the Player Engagement team’s internal calendar, meeting agendas, minutes and operational workflows to coordinate player programming, events, appearances and departmental priorities
- Support international and global basketball relationship-building, including hosting visiting organizations and national teams

Academic Coordinator — Football, Women's Tennis & Men's Track | Michigan State University

Apr 2022 – Oct 2025

- Managed academic eligibility, degree progress, and NCAA compliance for a caseload of Division I student-athletes across three programs

- Coordinated athlete schedules around competition, recruiting, and academic commitments, and supported off-field needs including travel, transportation, and financial literacy
- Co-chaired an Employee Resource Group for young athletics staff, managing a department budget and professional development programming aligned with the university's Strategic Plan 2030

Founder / Athletic Mentor & Educational Consultant | Gateway Academics, LLC

Aug 2020 – Present

- Founded and operate a mentorship company supporting high school, college, and NFL athletes on higher education, mentorship, and financial literacy; built a college-readiness curriculum and organized youth football camps in the Greater Grand Rapids area
- Develop comprehensive curriculum to educate high school students on college readiness, including coursework on college application processes, scholarship opportunities, and financial literacy

Football Assistant Academic Counselor | University of North Carolina at Chapel Hill

Aug 2021 – Apr 2022

- Set individualized academic goals and study plans for student-athletes, monitored degree progress, and built trust with at-risk students to promote a culture of NCAA compliance
- Identified and assessed individual learning styles to execute individualized education plans

Education

Doctor of Education, Global Sport Leadership

East Tennessee State University | In progress; expected May 2027

Master of Science, Educational Leadership

East Tennessee State University | December 2021

Bachelor of Science, Business Administration

Aquinas College | May 2019

Teaching

Sport Finance | Sport Law

Schreiner University | August 2025 - Present

Student Leadership in Higher Education

Michigan State University | December 2023 - August 2025

Core skills

Workshop facilitation | Curriculum development | Event planning and community engagement | AI data management | Mentorship