



## Sports

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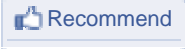

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## What's up with former ASU linebacker Jason Kyle

Kyle played 16 NFL seasons with Seahawks, Browns, 49ers, Panthers and Saints

by [Bob Young](#) - Aug. 23, 2011 05:14 PM  
*The Arizona Republic*

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**Age:** 39.

**Residence:** Scottsdale.

**Family:** Single.

**Then:** Arizona State linebacker who was drafted in the fourth round by the Seattle Seahawks in 1995. Played 16 NFL seasons with Seattle, Cleveland, San Francisco, Carolina and New Orleans primarily as a long snapper. Snapped for Saints' Super Bowl XLIV champions.

**Now:** CEO of [proplayerconnect.com](#), a digital marketing a social commerce platform created to connect businesses with professional athletes as well as athletes to other athletes. He also is rehabilitating from shoulder surgery and hopes to return for a 17th NFL season.

**Question:** Why did you create Pro Player Connect?

**Answer:** Basically I watched guys over the years network with one another on appearance offers and product and service offers. It was word-of-mouth in the locker room versus giving people and companies the ability to connect directly with those guys. We do some larger deals, but primarily it's for a wide range of companies from the local mom-and-pop sports bar that wants to bring in an athlete for an appearance up to major golf companies that want to put their produce or service in the hands of these guys.

**Q:** How does it work?

**A:** Athletes have to be verified through a driver's license or union card so if a company gets a message from an athlete on [proplayerconnect.com](#) they know it's a legitimate

message. We allow companies and athletes to interact directly. We're NFL heavy right now with about 80 percent of the NFL's active rosters registered and about 1,000 companies. So if you're an athlete who has a charity golf tournament and you're looking for sponsorships, you can make an offer to companies and let them know the packages available. And you can invite athletes you may or may not know to the event by contacting them directly. And companies can contact athletes and negotiate on-line to get their message out about their product or service.

**Q:** Is there anything for fans yet?

**A:** We have a lot of validated information and in the next few months we'll be rolling out functionality that will appeal to fans - all the Twitter feeds for example - and allow athletes to interact directly with their fans.

**Q:** How did you balance building and running the company while still playing in the NFL?

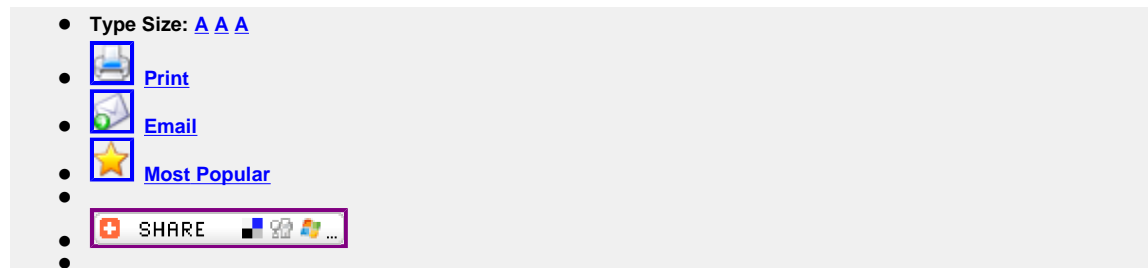
**A:** After 16 years I've kind of figured out what I have the bandwidth for . . . what my free time is going to be. The hours I do have, I make sure I'm efficient with them. But I've got some guys in the office who are great at helping out running the company. And without a wife and family, I have more free time than the average guy.

**Q:** When did you realize that long snapping was your niche?

**A:** As soon as I figured out I could play an extra 10 years! I enjoy the locker room and the guys but my personality isn't to be the star linebacker or the focus of anything. I love the environment and decided if I could stretch it out, I'd go in whatever direction that allowed me to do that. It was an easy decision.

**Q:** And you're hoping to play a 17th season after your shoulder is healthy?

**A:** Yeah, it's progressing. I'm on track, but unfortunately "on track" requires another month and a half. So, in September, I'll be ready if it goes well. I'm still planning on playing. Whether I do or not, I don't know, but I think I still have some miles in me.



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David Wallace/The Arizona Republic

Jason Kyle played 16 NFL seasons, including as a Carolina Panther, primarily as a longsnapper after playing linebacker at ASU.



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