



CONFIDENTIAL – NOT FOR PUBLIC RELEASE

CoachUp Names Diane Hessian to its Board of Directors

Startup Institute CEO and C Space Chairman Brings Expertise in Growing Organizations on a Global Scale

Boston – July 15, 2015 – CoachUp™, (www.coachup.com), the nation's leading private coaching company, today announced the appointment to its Board of Directors of Diane Hessian, a successful entrepreneur who founded Communispace and grew it to over 500 employees, engaging consumers online from nearly 100 countries.

Hessian is currently CEO of Startup Institute, a career accelerator geared toward cultivating startup-savvy talent. Since Startup Institute's creation two years ago, over 900 students have gone through its programs, which have spread to Boston, New York, Chicago, London and Berlin. Hessian remains chairman of C Space, formerly known as Communispace, a global customer collaboration consultancy that Hessian founded and led as CEO to 13 years of exponential growth. The company was sold to the advertising and marketing giant Omnicom in 2011.

"Diane's experience growing organizations on a global scale will be a tremendous asset to CoachUp as we continue our rapid expansion as the top private coaching company in America," said John Kelley, CoachUp CEO. "Also, her operational expertise and diverse background will help broaden CoachUp's appeal to parents and young athletes around the country."

Besides being a successful business executive, Hessian is also a sought-after speaker and author. She co-wrote the book, "Customer-Centered Growth: Five Strategies for Building Competitive Advantage," a BusinessWeek bestseller that's been published in 11 languages. Hessian has been awarded the Most Admired CEO award from the Boston Business Journal, Ernst & Young's Entrepreneur of the Year and a variety of other awards. This past year, she was inducted into the Babson College Academy of Distinguished Entrepreneurs, which recognizes executives who have created great economic and social value globally. Diane is also part of the Data Point Capital team, a venture firm that is made up of world-class operators focused on companies that are rapidly scaling and leveraging the internet. Serving on the CoachUp board is another way for her to share her expertise.

“CoachUp is creating an entirely new and exciting industry, giving kids an opportunity to be the best they can be in sports and in life,” said Hessian. “I am excited to help CoachUp scale its business and pay it forward for the next generation of leaders on and off the playing field.”

Hessian has two grown daughters and is an obsessive baseball fan and memorabilia collector. She received her M.B.A. from Harvard Business School and her B.A. in Economics from Tufts University.

Hessian’s appointment follows CoachUp’s [recent appointment](#) of NBA Most Valuable Player Stephen Curry as a partner and member of the company’s leadership team.

About CoachUp

CoachUp connects athletes with private coaches to help them reach another level in sports and life. As the nation's leading private coaching company, CoachUp has over 13,000 coaches across the country in many sports, from basketball and soccer to fitness and dance. CoachUp helps athletes find the perfect coach and get the most out of their training. Coaches rely on CoachUp to build their web presence, market their services and manage their business. CoachUp was founded by Jordan Fliegel, whose life was changed when his father found a private coach to improve his basketball skills. Fliegel credits private coaching for his successful academic and eventual professional basketball career. He founded CoachUp to bring high-quality coaching to athletes across the country. To learn more about CoachUp, visit www.coachup.com or follow us on Twitter @CoachUp.

###