

Former Basketball Pro and Community Outreach Exec to Head Up Business Development

AUSTIN, Texas--(BUSINESS WIRE)-- [Ballogy Inc.](#), the innovative software company revolutionizing the way youth and amateur athletes train and develop for their sports, today named former Austin Spurs basketball player and community outreach executive, [Daniel Alexander](#), vice president of basketball. Alexander will lead the formation of strategic partnerships as well as other growth strategies for Ballogy's basketball vertical.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200409005415/en/>



Daniel Alexander Joins Ballogy as Vice President of Basketball (Photo: Business Wire)

"As a former pro player, Daniel understands the power of data-driven analytics," said [Todd Young](#), founder and CEO of Ballogy. "His love of sports science and passion for the game make him the perfect addition to our team as we drive to get our tech into the hands of every athlete, coach, camp, club, federation and team all over the world."

Alexander played high school basketball in Texas where he was nominated as a McDonalds All-American. He attended the LeBron James and Vince Carter Nike Skills Academies and was ranked in the ESPN Top 100 players for the 2010 graduating class. He went on to play two years at Texas A&M University before transferring to play at Grand Canyon University for the remainder of his collegiate career. He played professionally in the United States as well as internationally for four years, including two seasons in the NBA G-League where he won a championship with the Austin Spurs in 2018. He is passionate about helping kids reach their full potential as athletes and people within the context of basketball.

"The ability for players to connect with each other from every part of the world and leverage standardized assessment and development tools from the palm of their hand, truly levels the

playing field for all young athletes,” said Alexander. “I’m so excited to be a part of the Ballogy team.”

Ballogy’s unique mobile basketball player training app and built-in certified testing program enable youth and amateur athletes at any skill level to track their athletic development and measurably improve their skills. Ballogy also provides a fun, engaging, and accessible forum for individual players to connect, compete, network, and share with coaches, schools and teammates, giving players visibility and access to a growing global basketball community.

About Ballogy

Ballogy is an innovative software company revolutionizing the way youth and amateur athletes prepare for their sports. Ballogy’s unique performance tracking and analysis app and built-in certified testing program, enable young athletes to measure and evaluate their athletic development and improve their skills at every level of the game. Ballogy also provides a forum for individual players to connect, compete, network, and share with coaches, schools and teammates, via an easy-to-use app, giving young athletes visibility and access like never before. The Ballogy app is available for free in [Google Play](#) and the [App Store](#). www.ballogy.com

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