

JESSE THOMAS – “AVIATOR”
PROFESSIONAL TRIATHLETE – ENTREPRENEUR – WRITER

TOPLINE SUMMARY

SHOCKED the Triathlon World in 2011. As an un-sponsored rookie on a borrowed bike, wearing **\$9 drugstore Aviators**, he **WON** the Wildflower Triathlon. Won again in '12, '13 & '14, becoming the first man in it's 31-year history to “Fourpeat.”

A US Star: 8 wins in just three and half seasons, a unique brand, compelling story, savvy marketing, & charismatic personality took Jesse from a unknown rookie to one of the world's most popular triathletes – “The People's Pro.”

Big Goals: 2014 & 2015 - **70.3 World Champs**
2015 & 2016 - **IM Kona World Championships**



May 2012 Triathlete “Aviator” Cover

SOCIAL MARKETING CHANNELS

Website: leapdaysports.com

More than just an athlete blog, Jesse writes with humor, candor, and an openness that developed the most loyal following in the sport –self professed “**Crazy Ass Fans.**” He's interactive & entertaining, and sustains regular dialogue with his fans & followers on social media.

Twitter: twitter.com/jessemthomas

Instagram: [instagram.com/jessemthomas](https://www.instagram.com/jessemthomas)

Facebook: [facebook.com/jessthomastriathlete](https://www.facebook.com/jessthomastriathlete)



MEDIA & PUBLISHED WRITING

Triathlete Magazine Columnist: His monthly column is the **most popular** in the world's largest triathlon publication and is syndicated globally. He regularly integrates sponsors into his writing.

Feature's in ESPN.com, *Red Bulletin*, *Outside Magazine*, *Triathlete Magazine*, *Competitor Radio*, *Slowtwitch* & *Lava Magazine*, in addition to regular race coverage by all triathlon sources.

BUSINESS & MARKETING PROFESSIONAL



Jesse is the CEO & Co-owner of Picky Bars, an energy bar company on track to reach \$1.2M in sales in 2014. He holds a BS & MS in Mechanical Engineering

from **Stanford University**, two US Patents, & an **MBA** from University of Oregon (all before triathlon). His education, professionalism & experience has



attracted nonendemic sponsors and provides unique value & perspective to all his partnerships.

Excellent Brand Ambassador: Approachable, well-spoken, entertaining, intelligent & involved in local & national communities. Jesse's sponsors praise his ability to connect with their consumers and positively impact their brands.

2015 TOP TIER SPONSORS

