



Fares Ksebati

Co-Founder & CEO @ MySwimPro

Greater Detroit Area

Message

More...

- MySwimPro
- Columbia University in the City of New York
- See contact info
- See connections (500+)

Fares is the CEO of MySwimPro, a technology and media company that develops mobile and wearable apps to help swimmers improve their performance and health. MySwimPro is the #1 fitness application for swimmers in 150+ countries and was named by Apple as the Best Apple Watch App of the Year (...)



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### Articles & activity

4,529 followers



#### How To Set SMART Goals!

Fares Ksebati  
Published on LinkedIn

Ambitious people set high goals for themselves and those around them, but often times, we bite off more than we can chew. In business and in life, a resolution without a plan is just wishful thinking, so it's super important to set Specific, Measurable, Achievable, Relevant and ...see more

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Fares shared this  
60 Likes • 7 Comments



Awesome! Looking forward to following your progress through t...

Fares commented  
2 Likes



Staying warm... at MySwimPro, Inc. #PolarVortex Paige Walters...

Fares shared this  
29 Likes

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### Experience

#### Co-Founder & CEO

MySwimPro

Feb 2015 – Present · 4 yrs 1 mo

MySwimPro is a fitness platform that helps swimmers and triathletes achieve their goals. The mobile application delivers custom workouts, training plans and coaching to all levels from novice to elite. MySwimPro connects the global swimming community and is committed to empowering aquatic prowess for all. Part of Techstars Startup Next (Spring 2016), and the University of Michigan Desai Accelerator in Ann Arbor (Summer 2016). MySwimPro was named by Apple as the best Apple Watch App of 2016.



Search

**Swim Coach**

Detroit Athletic Club

Apr 2014 – Present · 4 yrs 11 mos

The DAC is a premier athletic facility which offers first-class leisure and athletic groups to meet the interests of its members, and other services unique to a downtown club.

- Design engaging practice sessions 3x/week that stimulate swimmers mentally and physically focusing on technique progression and aerobic development.... See more

**Marketing Manager**

Spirit Shop Inc

Apr 2014 – Feb 2015 · 11 mos

Spirit Shop is the leading eCommerce platform of officially licensed K-12 apparel in the United States.

- Lead content marketing efforts including brand strategy, social media, promotions, blogging, and email marketing.... See more

**Head Coach**

Pierce Middle School

2015 · less than a year

Managed roster of 60 student-athletes grades six through eight for the Pierce Middle School Swim Team. Competed in dual meets and a district-wide championship. Focused on developing stroke technique, race strategy and fostering a fun environment for all!

**Fellow**

Challenge Detroit

Aug 2013 – Aug 2014 · 1 yr 1 mo

Detroit, MI

- Develop engaging online content and strategy for Challenge Detroit's website and social media accounts (YouTube, Facebook, Twitter, LinkedIn, Instagram, Website Blog). Also serving as Social Media Manager and leading all-around marketing efforts.
- Produce digital media assets at cultural events and team challenges through blog... See more

[Show 5 more experiences](#) ▾**Education****Columbia University in the City of New York**

Google CMO Academy, Executive Education Certificate

2017 – 2017



Search

**Wayne State University**

Mike Ilitch School of Business, Marketing Major, Economics Minor, 3.8/4.0

2009 – 2013

Activities and Societies: Varsity Swimming, National Society of Collegiate Scholars,  
Golden Key International Honour Society**Grosse Pointe South High School**

2005 – 2009

Activities and Societies: Varsity Swimming

## Licenses &amp; Certifications

**Body Language for Leaders**

LinkedIn

Issued May 2017 · No Expiration Date

[See Credential](#)**Growth Hacking Fundamentals**

LinkedIn

Issued Jan 2017 · No Expiration Date

[See Credential](#)**Managing Online Communities**

LinkedIn

Issued Jan 2017 · No Expiration Date

[See Credential](#)[Show more](#) ▾

## Volunteer Experience

**Strategist**

Fine Art For Kids

Aug 2008 – Present · 10 yrs 7 mos

Arts and Culture

- Developed company website (<http://halabesmar.com>)
- Created registration documents & financial spreadsheets for art education program that enrolls 50 students per year.
- Design annual exhibition program & serve as advertisement coordinator.

**Assistant Swim Coach**

Special Olympics - Michigan

Apr 2009 – May 2009 · 2 mos

Education



Search



**Cinematographer**

Grosse Pointe Art Center

2005 – 2009 • 4 yrs

Arts and Culture

- Documented monthly association events/receptions, photographs used for online marketing.
- Interacted with 100+ artists from the local community at each reception, discussing and capturing their passion for the arts.

Show 1 more experience ▾

