


Fares Ksebat 2nd
 CEO at MySwimPro | Forbes 30 Under 30 | Founder of #WorldSwimDay | Author
 Talks about #swim, #startups, #swimming, #myswimpro, and #entrepreneurship
 Detroit Metropolitan Area · [Contact info](#)
 7,258 followers · 500+ connections

Experience

Co-Founder & CEO
 MySwimPro
 2015 – Present · 6 yrs

MySwimPro is a technology and media company that creates mobile and wearable apps that coach swimmers and triathletes. MySwimPro has over one million community members and was named the Best App of the Year by Apple, featured in Sports Illustrated and numerous other global publications.



Swim Coach
 Detroit Athletic Club
 2014 – Present · 7 yrs


The DAC is the #1 athletic club in North America which offers first-class athletic programming and business networking. I design engaging practice sessions 3x/week that stimulate swimmers mentally and physically. As an instructor I empower swimmers to achieve their personal fitness goals.

Marketing Manager
 Spirit Shop Inc.
 2014 – 2015 · 1 yr

Spirit Shop is the leading eCommerce platform of officially licensed K-12 apparel in the United States. First team member hired after Seed round developing brand strategy, social media, promotions, blogging, and email marketing. Assist in monitoring and optimizing search engine marketing (SEM) campaigns in Google AdWords (PPC), Bing Ads, and retargeting. ...see more

Fellow
 Challenge Detroit
 2013 – 2014 · 1 yr
 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. Produced digital media assets at cultural events and team challenges through blogging, video and ...see more



Marketing Associate
 Swimspray, LLC
 May 2013 – Aug 2013 · 4 mos


Swimspray eliminates chlorine from your hair and skin after swimming. Founded in 2010, the start-up's product allows swimmers to enjoy the water without worrying about the side-effects of pool chemicals. Developed two point of sale product displays that were the first of their kind in the company's history. These displays are now featured at retailers an ...see more

Show 4 more experiences

Education

Wayne State University
 Mike Ilitch School of Business, Marketing Major, Economics Minor, 3.8/4.0
 2008 – 2013
 Activities and Societies: Varsity Swimming, National Society of Collegiate Scholars, Golden Key International Honour Society

Media (4) Previous Next



Master of Ceremonies at the Mike Ilitch School of Business

Signature Emerging Leader Award Winner

Columbia University in the City of New York
 Google CMO Academy, Executive Education Certificate
 2017 – 2017

Google/Columbia Business School program: "CMO Academy" invited executives from the U.S., Canada, and Mexico representing a diverse range of industries with professor David Rogers.

Media (1)



Google CMO Academy New York City

Grosse Pointe South High School
 2005 – 2009
 Activities and Societies: Varsity Swimming

Licenses & certifications

Certified Triathlon Coach
 USA Triathlon
 Issued 2019 · No Expiration Date

Body Language for Leaders
 LinkedIn
 Issued May 2017 · No Expiration Date

Growth Hacking Fundamentals
 LinkedIn
 Issued Jan 2017 · No Expiration Date

Show more

Volunteer experience



Marketing Consultant

Fine Art For Kids
2008 – Present • 13 yrs
Arts and Culture

Fine Art For Kids provides the opportunity for children age 6-14 to excel and boost their self-confidence through the medium of art in a fun and exciting environment. They learn how to channel their imagination through the creation of a multitude of projects.



Photographer

Grosse Pointe Art Center
2005 – 2009 • 4 yrs
Arts and Culture

The Grosse Pointe Artists Association is a not-for-profit organization that provides a diverse offering of art classes, exhibitions to celebrate local artists and inspire new talent, and programming to engage and educate the general public.



Board Committee Member

Detroit SWIMS
2015 – Present • 8 yrs
Children

Our goal is to teach 1,500 children to swim each year that would not otherwise have the opportunity due to finances, pool access, or transportation. We partner with schools and community pools in the City of Detroit and surrounding areas to ensure that every child can be confident in and around the water.