



THE SCOUTING REPORT

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A professional headshot of Libby Davidson, a woman with long blonde hair, wearing a black top and a necklace, smiling at the camera. The background is a soft-focus green foliage.

LIBBY DAVIDSON
THE SCOUTING REPORT
EDITION #110

ATHLETE PARTNERSHIPS MANAGER,
ON

Libby Davidson is the Athlete Partnership Manager at On, where she works across NIL athlete partnerships from high school through college. She previously held roles at Under Armour in product line management and has interned with the Washington Nationals and Georgetown Athletics. A former D1 runner at University of Virginia and graduate of Georgetown's Master's of Sports Industry Management program, Libby brings a unique blend of lived experience, empathy, and energy to one of the fastest-growing sports brands in the world.

From Athlete to Advocate

Libby grew up in Lynchburg, Virginia, surrounded by sports; from ski racing with her siblings to running cross country. "In fourth grade, I started to realize that running was probably my thing," she says. She pursued the sport all the way to the University of Virginia after a nationally competitive high school career, competing in both cross country and track until a medical retirement during her junior year changed everything.

"At the time it felt like my whole identity was being pulled out from under me," she recalls. "But that perspective helped me reshape what success could look like." While she originally set out to be a sports journalist, her injury became the spark that led her deeper into the sports industry. "I knew I still needed to find touchpoints with sport. If I wasn't going to be in it as an athlete, I was going to stay close to it professionally." That realization led her to Georgetown for a master's degree in Sports Industry Management and to internships with the Nationals and Georgetown Athletics, where she began to experiment with marketing, events, and operations.

Finding Her Lane in Product and Partnership

A pivotal marketing class at Georgetown with Professor Keith Scully shifted her focus. “He really opened my eyes to how storytelling and product could intersect,” she says. “We weren’t just talking about gear; we were talking about how athletes connected to it and what their stories meant.”

That connection led her to Under Armour. “I grew up on UA. My first base layer as a ski racer was Under Armour,” she says. She landed a role in product line management while still finishing grad school, working in run first and then golf, across inline, promo, licensed and factory product.

But it was the athlete-facing moments; the summits, wear tests, and competition visits that lit her up the most. “The days I loved most were the ones where I was working with and helping athletes,” she says. “And I realized I wanted my career to be centered around that.” That realization led her to On.



Building NIL the Right Way

Today, Libby helps lead NIL partnerships for On’s athlete strategy team. “I get to work with high schoolers and college athletes, meet their families, talk with their coaches, go to their meets,” she says. “It’s full circle for me.” She handles everything from initial outreach and scouting to contracts, onboarding, and activation with integration partners. “Start to finish, it’s our job to identify talent that fits our brand and values, and then build something meaningful with them.” It’s fast moving and constantly evolving. “NIL changes every day. There’s new legislation, new dynamics, new players. You have to stay on top of it, but also stay grounded in what’s best for the athlete.”

And for Libby, that’s personal. When I was growing up in this sport, the relationship between young athletes and brands looked very different. Brands supported us in ways that they were allowed, such as through meet invites and activations. Those meets were always a highlight—they brought us together and created a sense of community. What we are doing now feels like the next iteration—it’s new and exciting. I really value being a part of our athletes journey and helping them feel like they’re a part of On’s story.

Lessons in Curiosity and Confidence

Libby credits much of her success to a mix of curiosity, collaboration, and communication. “One of the best pieces of advice I ever got was to stay curious. No matter your title or how long you’ve been doing something, there’s always something to learn.”

She also wants young professionals to understand their voice matters. “I used to worry that being early in my career meant I wouldn’t be respected,” she says. “But if you surround yourself with the right people and earn their trust, they’ll value your perspective..”

Purpose in Motion

At the end of the day, Libby does it for the athletes. “I was once told, a bad day in sports is still a good day anywhere else,” she says. “We’re lucky to be here. And I get to help build something with people I genuinely believe in. That’s my why.”

She’s energized by being part of a brand that puts athletes at the center and works every day to elevate their experience. “Whether it’s helping a high schooler sign their first NIL deal or showing up at a college meet to support someone on our roster, it’s all meaningful. I get to be a small part of their journey and help them feel truly seen and supported.”

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