



# JOEL GREEN'S DOSSIER





## **Biography**

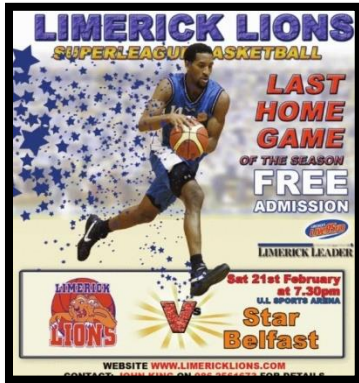
Joel Green was born and raised in North Philadelphia. Despite growing up in an abandoned home and experiencing early hardships, he was able to become an All-City basketball player all four years of High School. He takes tremendous pride in having graduated with honors and earning his B.A. in Psychology from Rider University, where he also played Division I basketball. Since graduating in 2008, he has been fortunate to achieve some very remarkable things. From 2008 to 2012 he played professional basketball in places such as Limerick Ireland, Malaga Spain and Maracaibo, Venezuela. He was even blessed to spend a couple of months in training with the Philadelphia 76ers. However, having a very strong desire to start his own company, Joel attained his business license while playing abroad in Europe.

In 2012, Joel decided to step away from the game of basketball and became the Founder & CEO Pro Level Training, LLC. Pro Level Training is an athletic based training company which focuses on the mind, body & skill development of athletes. Uncharacteristic of a new company, Pro Level Training was able to make a major partnership in their first year of existence. They were able to partner with the global sports brand NIKE, working exclusively with their sports camp division. Having this new partnership, in 2012, Joel proudly put on his very first Pro Level Training Nike Basketball Camp in Hamilton, New Jersey. Due to word of mouth regarding the quality of his company, he was able to do 2 additional camps the following year. However, what's most impressive regarding Pro Level Training's growth is all that has occurred for the company from that point on. Since its inception in 2012, Joel has been able to drastically expand Pro Level Training into 15 states and over 30 cities across America. The company now also has an international presence as they have expanded into Ontario, Canada. Pro Level Training, now managing 4 sports, has over 50 camps across the country and had in excess of 100 employees throughout 2021. This rapid growth has attracted new partnerships with the likes of Body Armor Sports Drink and Dicks Sporting Goods. Even with diligent focus on his family and business, Joel also finds time for professional sports/fitness modeling & acting. This has allowed him to be featured in multiple commercials, ads and even a spot on a TV show. He was recently the face of Cheez-It crackers Celebrity Crunch Classic campaign, in which he was solely featured on millions of the brands snack boxes. This was along with features on Famous Amos cookies, Rice Crispy Treats and Pringles packages.

Being a book enthusiast, during the pandemic, Joel completed reading 30 books in 30 weeks, which was a goal he knows will be of great benefit to the success of his family, community, and business. In February of 2021, he was honored to deliver his very own TED Talk. He loves speaking to audiences, teaching them how to live up to their full potential and accomplish the dreams, desires and goals they've set for themselves. Many of the same messages that will be seen within the pages of his first book that he plans to have published in 2021. His ultimate goal is to *inspire others with his words and motivate them through his actions*. He attests his exceptional work ethic to his unwavering faith in God and passionate desire for excellence. He has unflinchingly put in 18-20-hour days with great joy, just to make his dreams a physical manifestation. This passion has allowed him to stay focused and persevere through many difficulties and life challenges over the years. He strategically takes on amazing feats, never fearing the possibility of failure. This is what separates him from the pack.

## Professional Basketball Career

Joel's job was to carry out duties on and off the court professionally, while being involved in the local communities through various charitable events



**Professional Basketball Player** (Small Forward/Power Forward)

**Team:** Limerick Lions; Limerick Ireland – Nov. 2008 – Mar. 2009



**Professional Basketball Player** (Shooting Guard/Small Forward)

**Team:** Naples; Malaga, Spain – July 2010



**Professional Basketball Player** (Shooting Guard/Small Forward)

**Team:** Gaiteros Del Zulia; Maracaibo, Zulia, Venezuela – Feb. 2011

In 2010 Joel also signed a contract with the NBA Development league and trained during the summer & preseason with the Philadelphia 76ers in 2011.



## Acting Highlights

Below are some of the acting jobs that Joel has had over the years. In addition to what's below, he has also appeared in commercials for both QVC & Comcast SportsNet.

### 2016 – Evolution Of Champions Commercial (Regional)



- Premiered on TNT during NBA Playoffs
- Also aired throughout the Spring on ESPN, BET & VH1
- Promoted a regional 3 on 3 Basketball Tournament
- A Voice Over was also done by Joel for the commercial
- Produced by Joel's company, Pro Level Training, LLC

**View:** <https://www.youtube.com/watch?v=LdNJHVj8SOQ>

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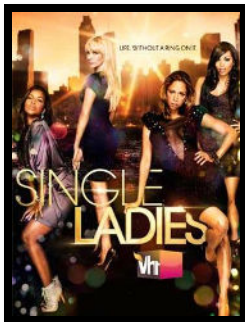


### 2014 – Nike Hyper Elite Uniform Unveiling (NYC)

- Unveiling of Nike's latest collegiate uniforms
- A live choreographed performance for the Press
- Joel represented Duke University in the show for Nike
- The show took place in a virtual world

**View:** <https://www.youtube.com/watch?v=fzkwZfi2wew>

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### 2013 – VH1's Single Ladies (National)

- Aired Nationally on VH1
  - Joel appeared on Ep. 7 "Is This Love"
  - Show produced by actress, Queen Latifah
- 



### 2012 – Beethoven For All Commercial (National)

- Aired each morning throughout its campaign on ABC
- This was a Nationally run ad
- Promoted a new collection of Beethoven's music
- A Voice Over was also done by Joel for the commercial

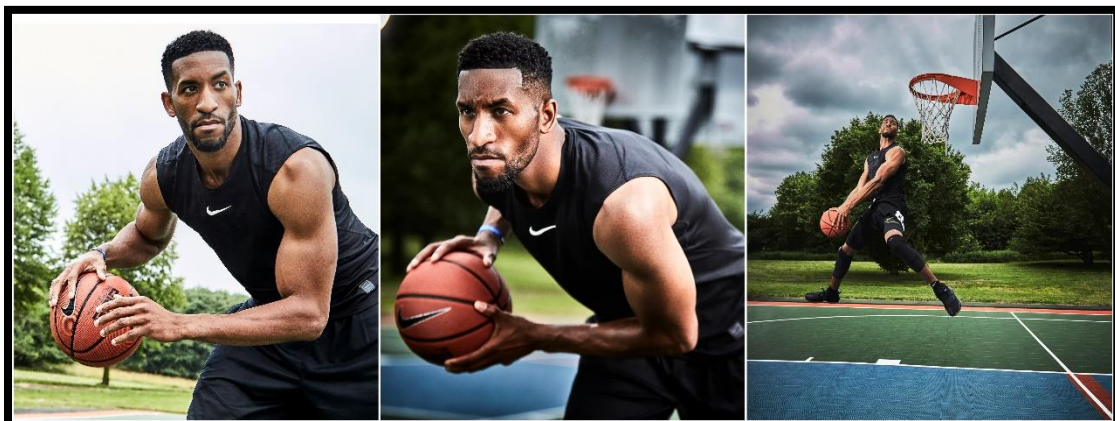
**View:** <https://vimeo.com/46398751>





## Sports & Fitness Ads & Images

Many of these images have appeared in ads or are being used on various stock image sites.







## Sports & Fitness Ads & Images

Joel Green as the face of a nationally run campaign for Cheez-It Crackers.

**Celebrities:** Magic Johnson, Charles Barkley, Desmond Howard, Terry Porter, Kurt Warner & more.







## Media Mentions/Features

**September 2021**, Joel Green participated in the Cheez-It Celebrity Crunch Classic in Atlanta  
**Celebrities:** Shaq, Dominique Wilkins, Quavo, Ben Wallace Richard Hamilton, Desmond Howard & more.





## Media Mentions/Features

### 2021 TED Talk: "3 Essential Steps for Equality"



Speaking Video Clips & Testimonials on [www.joelbgreen.com](http://www.joelbgreen.com)

### "US Sports Camps Announces Nike Winter Break Basketball Camps"

[via Fox Live 8 New Orleans/[www.fox8live.com](http://www.fox8live.com)]

Outside California, Joel Green, founder of Pro Level Training, is excited to be back for another holiday season, hosting two winter basketball camps in Chicago, IL and Farmington, UT. The Nike Winter Break Basketball Camps at Farmington City Gymnasium and Holy Trinity High School will work on strength and conditioning training, footwork, and fundamentals to help athletes become more explosive players.

### "US Sports Camps and Nike Basketball Camps Announce Basketball Expansion with Joel Green's Pro Level Training" [via [www.Prweb.com](http://www.Prweb.com)]

SAN RAFAEL, CA (PRWEB) APRIL 24, 2014

Last year, Coach Joel Green directed a Nike Basketball Camp at the Princeton Day School in Princeton, New Jersey. In its first year, Princeton Day School was a hit - selling out both sessions of camp.

Along with another great summer at the Princeton Day School, US Sports Camps presents six new Nike Basketball Camps, directed by Joel Green and the Pro Level Training Staff. Other locations include Riverwinds Community Center in West Deptford, New Jersey (boys July 7-11, 2014), Mark Cuban Heroes Basketball Center in Dallas, Texas (boys July 7-11, girls July 28-August 1), Cedar Valley Sportsplex, Waterloo, Iowa (boys & girls, July 14-18), High Performance Academy in Eagan, Minnesota (boys July 14-18, girls July 21-25), Saratoga Springs Recreation Center in Saratoga, New York (coed August 18-22) and the Manoa Recreation Center in Honolulu, Hawaii (boys & girls July 7-11)

Discussing Pro Level Training's nation-wide reach, camp director Joel Green states, "Partnering with US Sports Camps and Nike Sports Camps has truly been an exceptional experience. Having this opportunity has allowed us to teach the game of basketball on an entirely different level. Each year, my goal as camp director is to provide our campers with the most amazing basketball experience they've ever had. What is most gratifying is having kids leave camp knowing that they have learned something new about the game and themselves as basketball players."



“Each year, my goal as camp director is to provide our campers with the most amazing basketball experience they've ever had.”

### "Coaches Corner" [via <http://www.ussportscamps.com/tips/basketball/>]

Multiple tips, articles & videos from Joel Green are featured.

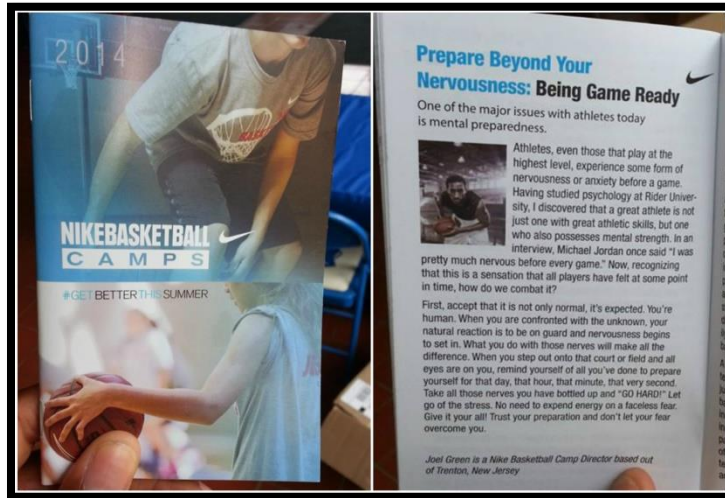




## Media Mentions/Features

Joel Green has been featured in the nationally distributed, Nike Sports Camps workbook multiple years. There are only 6 Coaches that are featured annually.

### Article: “Prepare Beyond Your Nervousness: Being Game Ready”



### Article: “Have an N.B.A. Mentality” Never. Be. Average Joel Green featured alongside NBA Hall of Famer, Kobe Bryant





## Pro Level Training Testimonials

**JANICE S.**  
PARENT



**MY DAUGHTER HAS ALREADY ASKED TO GO BACK NEXT YEAR.**

**August 8, 2016:** Joel runs a great camp and my daughter has been a rerun camper for 2-years straight. She has already asked to go back next year. Although she is an advanced player, she enjoyed playing with girls of various levels as well as the strength and agility drills and coaches v kids games.

**RANJAN S.**  
PARENT



**ONE OF THE BEST SUMMER BASKETBALL CAMPS.**

**August 12, 2016:** The camp was very well done and organized. It is probably one of the best summer basketball camps my son has attended. I liked the warmup drills to begin with and then pushing the kids through the day. My son gained some confidence and improved. Plan to attend every year (if possible).

**CAMPER**



**IF YOU ARE TRULY INTERESTED IN GETTING BETTER AS A PLAYER THIS NIKE CAMP IS FOR YOU.**

If you are truly interested in getting better as a player this Nike Camp is for you. The instructors were professional and eager to teach. I learned so much and would not hesitate to attend again, I learned so much from the experience. I told all of my friends about the camp and the most memorable moment was meeting the NBA player.

**NEVAEH D.**  
CAMPER



**I GOT TO PLAY WITH A FORMER NBA PLAYER!**

The most memorable part of camp for me was playing with a former NBA player and all the coaches!

**PARENT**



**FUN FOR KIDS OF ALL AGES.**

The counselors were professional, courteous, understanding and really knowledgeable about the game. Made it fun for kids of all ages, will do again next year.

*"I am happy to inform you that Raj got chance on the School Basketball team. Raj is working hard to improve his skills. I strongly believe that you played the biggest role in his achievement. Thank you very much!"*

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*"Amari aka nephew drew had a wonderful time at your camp. From your 1 on 1 training to your staff members! Overall it's a great camp, definitely worth the drive [from Massachusetts to NJ] I tell you that much! We will see you during summer time. "*





### Outline of Achievements

- Played Professional Basketball in 4 countries
- Joel was the keynote speaker for Cheyney University's Entrepreneur Expo along with other entrepreneur events.
- Joel Green does Sports & Fitness modeling and acting and has been featured in multiple TV commercials, print ads & was also on a TV show.
- In 2012, Joel Green Founded Pro Level Training, LLC, in which he is the CEO.
- Joel manages over 45 Pro Level Training Nike Basketball Camps around the country. To date, Pro Level Training is in 17 states & 30+ cities across the US. They also expanded internationally into Canada in 2018.
- Pro Level Training has had over 100 employees in 2021.
- Pro Level Training partners include Nike/US Sports Camps, Body Armor Sports Drinks & Dicks Sporting Goods.
- The face of a national campaign for Kellogg's, Cheez-It's Crackers.
- Joel played in the 2017 & 2021 Cheezit's Celebrity Crunch Classic basketball game.
- Joel has been featured in the nationally distributed, Nike Sports Camps workbook multiple years. Only 6 Coaches featured annually.
- Joel is collaborated with Rider University's Entrepreneurship program, Minding Our Business and their Sports Management program.
- Pro Level Training has donated hundreds of Nike Basketballs to various organizations.
- Joel recently completed reading 30 books in 30 weeks. The readings covered topics such as success, power of the mind, finances, and leadership.
- Joel delivered a TED Talk in February of 2021 entitled, "3 Essentials for Equality".
- He is currently writing his very own book.

To schedule Joel Green to speak at your next conference. Contact Talent Concierge®

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