

BASKETBALL HALL OF FAMER

OLYMPIAN

NBA D LEAGUE HEAD COACH/ASST. GM

WNBA HEAD COACH/GM

ESPN TV BROADCASTER

MOTIVATIONAL SPEAKER

AUTHOR



**NANCY  
LIEBERMAN**  
"LADY MAGIC"  
#10

"Never stop working, wanting, or dreaming"

"No excuses, no explanations. You must have accountability in whatever you chose to do."

"You don't know what you don't know"

"I don't know what my limits are, but I can tell you right now that I'm not afraid to find out!"

"I take what doesn't seem normal, and make it ordinary."



*Nancy Lieberman*



**Nancy “Lady Magic” Lieberman** has a passion for winning and is a true pioneer for women in sports. One of basketball’s all-time greats, she took home Olympian silver at age eighteen, was a two-time national champion in college, led victorious teams in the WBL and WNBA, and was elected to the Basketball Hall of Fame. After retiring from the court, she became a winning coach in the WNBA, an ESPN analyst, a sought-after public speaker, a philanthropist, and, most recently, the first female head coach of a men’s team under the NBA umbrella. Lieberman continues to break barriers and now leads in the front office as Assistant GM in the NBA’s Development League for the Dallas Mavericks affiliate the Texas Legends. Nancy Lieberman’s legacy as a mom, basketball player, Hall of Famer, coach & GM, Olympian, writer, broadcaster, and motivator will forever endure.



Prior to enrolling at Old Dominion University in Norfolk, Virginia on a full athletic scholarship, Lieberman set another landmark by becoming the youngest basketball player in Olympic History (male or female) at 18 years old, and earned a silver medal at the 1976 Summer Olympics in Montreal. Lieberman exploded onto the college scene and would ultimately drive the Lady Monarchs to two consecutive National Championships, a WNIT Championship, and leave a lasting impact that would be near impossible to replicate. More remarkably, Lieberman is recognized as the only woman to play in a men's professional league, the United States Basketball League with the Springfield Fame (1986), and Long Island Knights (1987). In 1980, Nancy also played in the LA Lakers Summer League under Hall of Fame Coach Pat Riley, and was a teammate with power forward, Karl Malone in the Utah Jazz summer league in 1986. Malone "The Mailman" once said that the most fearless player he ever encountered was a girl, referring to Lieberman. During "Lady Magic's" time as a professional player, Lieberman hit several milestones including an induction into the prestigious Naismith Memorial Basketball Hall of Fame in 1996. In 1997 Lieberman came out of retirement and was drafted by the Phoenix Mercury during the inaugural season of the WNBA at the age of 39, and became the oldest player to ever play in the league. In 2008, Lieberman would go on to break her own record when she returned to the WNBA for one game with the Detroit Shock at the age of 50.



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LIEBERMAN**

[nancylieberman.com](http://nancylieberman.com)

Lieberman's career progressed into national commentating, motivational speaking engagements and philanthropic endeavors. Lieberman served as an analyst for ESPN/ABC for the NBA, WNBA, NCAA Women's Basketball and most recently with Fox Sports Southwest. She has done commentary for NBA-TV, NBC and the NFL Network. Nancy has written for the Dallas Morning News, The New York Times and USA Today. Lieberman is an accomplished author, having penned an autobiography entitled *Lady Magic: The Nancy Lieberman Story*, Two Editions of *Basketball for Women*, her latest business book *Playbook for Success*, as well as several "how-to" videos providing instruction and advice to aspiring basketball players.



**“Playbook for Success: A Hall of Famer’s Business Tactics for Teamwork and Leadership”** is a plan to help make success a part of one’s daily routine and teach women that success is not just a title or corner office, but an attitude, belief, and way of life. Lieberman includes profiles of women succeeding in business, ways to recognize strengths and weaknesses, and exercises that can be used in the business world. This book provides a unique and inspirational road map to compete and win in your life and career. Foreword by Basketball Hall of Famer and business legend Earvin “Magic” Johnson.

**TESTIMONIALS FOR *Playbook for Success*:**

“Nancy has written a terrific guide for success in any area. Her insights into sports are vividly translated into specific tips for business success, and her points are well illustrated.”

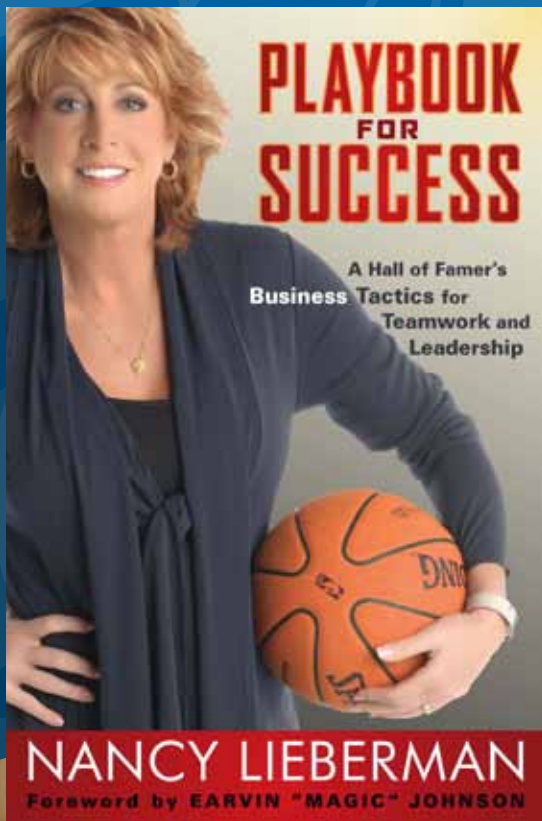
– **Donald J. Trump, Chairman & C.E.O, Trump Organizations**

“In *Playbook for Success*, Nancy Lieberman clearly illustrates how the values of sports – including teamwork, dedication, and discipline – can be effectively applied off the court to achieve success in business. Her passion is palpable.”

– **David Stern, NBA Commissioner**

“Nancy had done something essential with *Playbook for Success*. She has produced a roadmap for decision making. She demonstrates that leadership requires ability to persuade and to make those who follow stronger as they move forward. Her passion to perform in sports and business is captured on every page. She has hit the most important shot of her illustrious career with this book!”

– **Jerry Jones, Owner of the Dallas Cowboys**



Throughout her entire career Lieberman's progress as a successful athlete and leader was based on her boldness and ability to take positive action. She is an influential communicator and has a passion for educating athletes and business leaders to improve efficiency and attain peak performance. Lieberman's in depth industry experience is unparalleled and it is for this reason that Lieberman is recognized as a prolific motivational speaker for Fortune 500 companies. Nancy travels around the country to conduct speaking engagements for private and public corporations, non-for profit organizations and basketball camps. She speaks on a myriad of topics such as Business and sports, Image and Self Esteem, Teamwork, Winning, Working, and Parenting.



On November 5th, 2009 Basketball Hall of Famer Nancy Lieberman added a new piece of history to her already illustrious career when she was appointed as the first female head coach in the NBA, and took the leadership role as Head Coach for the Dallas Mavericks NBA D-League Team, "Texas Legends" which she led to the playoffs in their first season as an expansion team.

Lieberman's prior coaching success occurred after playing in the WNBA. Nancy Lieberman was named General Manager and Head Coach of the WNBA's Detroit Shock in 1998, where she helmed the team to the highest winning percentage of any expansion team in professional sports and was runner up for coach of the year. Lieberman took on another leadership role when she served as president of the Women's Sports Foundation for two years. Thereafter, she was named head coach of the Dallas Fury of the NWBL in 2004 where she guided the team to a championship title and runner up in 2005.



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## THE NANCY LIEBERMAN FOUNDATION

Nancy Lieberman is committed to enriching her community and sport, and has identified opportunities for involvement that emphasize youth and education. Guiding youngsters and helping the disadvantaged has always been a passion for Lieberman, and through this philosophy The Nancy Lieberman Foundation was born. During the summer, Nancy hosts and coach's basketball clinics and camps for girls and boys in Dallas, Detroit, and Phoenix, hoping that through positive guidance and helpful instruction, she can help facilitate the next generation of student athletes to success on and off the court.



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## COMMUNITY FOCUS

The Nancy Lieberman Foundation has teamed up with WorldVentures charitable arm Manifest, and SportCourt to create a basketball court in multiple cities across the globe. Through this initiative, Lieberman aims to not only make basketball more accessible to kids, but to provide a safe environment for kids to play.

Nancy is also committed to providing low-income students with opportunities to succeed in the classroom, and provides free computers and laptops to aspiring leaders to compete in the classroom, as well as books to schools across the DFW Metroplex to encourage students to read more.

In addition to Nancy's impressive Foundation work, Nancy is determined to give back more than she has received, and has supported and participated in numerous national charities throughout the country.



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## A LEADER

"[Lieberman's] advice on leadership and teamwork translates to any arena."

– **Harvey Mackay, author of the #1 New York Times bestseller  
Swim with the Sharks without Being Eaten Alive**

"As Nancy inspired me when I was playing girls high school basketball, so she inspires me as a women in the sports industry today!"

– **Casey Coffman, SVP, Corporate Strategy & Development,  
Madison Square Garden (MSG) Sports**

## A TRAILBLAZER

"Nancy has clearly experienced so much success in the world of basketball. She also possesses many great leadership qualities that have driven her to success off the court. She is a committed, confident, and resourceful person who has demonstrated the ability to lead people and accomplish great things. She is a true Hall of Famer not only in basketball, but also in life."

– **Norby Williamson, Executive Senior Vice President  
of Studio and Event Production ESPN**

"Nancy Lieberman is the best there ever was. An American legend, she brought home the gold for the U.S.A. She inspires millions of girls and boys to reach for the stars, to do their best, and to never give up. Business is a lot like basketball, and Nancy tells us – in words we can all understand – how to build great company teams and win competitive games in the economic market place."

– **Sam Wyly, Business Entrepreneur/Author of 1,000 Dollars & An Idea**



## **SPEAKING ENGAGEMENTS, CAMPS & CLINICS, AND PERSONAL APPEARANCES**

Basketball Hall of Famer, Nancy Lieberman is an experienced world-renowned motivational and keynote speaker. Book Nancy to speak or make an appearance at your corporate outings, awards ceremony, banquet, fundraiser, or special event. Nancy is also available for camps and clinics all across the country and internationally.

[www.nancylieberman.com](http://www.nancylieberman.com)



Nancy Lieberman Fan Page



@nancylieberman

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## **ABOUT ZELO PUBLIC RELATIONS**

To book Basketball Hall of Famer, Nancy Lieberman at your next event contact:  
Carla Rosenberg at (214) 484.6636 or [crosenberg@zelopr.com](mailto:crosenberg@zelopr.com)

[www.zelopublicrelations.com](http://www.zelopublicrelations.com)



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