

George Raveling is a living icon in the spheres of sports and leadership. Referred to by many as "Coach," George Raveling has transcended the intersections of sports, business, and culture. Born in 1937 in a segregated Washington DC, he was raised by his grandmother until her employer offered to pay the tuition for him to attend a Catholic boarding school in Pennsylvania. There, he discovered a talent for basketball, and the rest was history.

Following a standout college basketball career at Villanova University, he ascended to head coaching positions at Washington State University, the University of Iowa, and the University of Southern California.

After retiring from coaching, Raveling joined Nike at the request of Phil Knight, where he played an integral role in signing a reluctant Michael Jordan. His renowned achievements include induction into the Naismith Memorial Basketball Hall of Fame and the National Collegiate Basketball Hall of Fame.

In his highly anticipated debut memoir *What You're Made For*, written with bestselling author and longtime friend and mentee Ryan Holiday, Coach George Raveling reflects on the profound lessons and pivotal moments of his life journey. The memoir, along with a debut documentary *Unraveling George*, offers seekers of wisdom a guiding light to navigate life's complexities with greater clarity and purpose.

Known for his passion for both books and building meaningful relationships, Coach Raveling resides in Los Angeles, California, with his wife, Delores, and their two dogs, Kobe and Shaq.

**GEORGE
RAVELING** 