



# NexGoal Updates Look

Streamlined For Easy Maneuverability and Mobile Use

**AVON, OH** — Designed to be optimal for mobile use as well as in a typical laptop/desktop setting, the new design aims to inform visitors on who NexGoal is and the “three buckets” that most of our visitors fit into: helping [athlete-candidates find their next career](#), assisting business owners with [acquiring and retaining the top driven talent](#) to move their companies forward, and the future business owner get their start as a [NexGoal franchise owner](#).

As the company expands and finds more footing in social media, NexGoal sought to create a website that was easy to navigate, provides useful and timely information, and engages the reader on different levels. “Our objective is to introduce our company and franchisees and share what services we provide,” said Bernadette Vielhaber, marketing coordinator. “We want our visitors to make the most of their time and to engage them. If you’re searching for our [job board](#), it should be obvious.”

Co-founded in 2009 by former professional hockey player Kevin Dahl and former collegiate football player Brad Mullins, NexGoal places former collegiate, Olympic, and professional athletes in corporate America. The management team is comprised of former Olympic, collegiate, and professional athletes who clearly understand the challenges which athletes face as they transition from competition to their post-athletic careers.

“Our website expands the opportunity for athlete-candidates to work with a company who understands their situation; we can provide real jobs and real opportunities,” said Mullins. “NexGoal has contracted with companies that want to hire athletes from entry level to senior management positions. Our goal is to find the right talent and match it with the right company and this redesign will attract both candidates and clients alike.”

“The redesign is also mobile-friendly,” points out Dahl, “which allows interaction other than just behind a keyboard. We continue to strive to be a resource and with the ability to increase access, we will continue to grow our network and our business.”

You can visit our corporate site, [www.nexgoal.com](http://www.nexgoal.com), as well as our franchisee sites to learn more about them: [Avon](#), [Michigan](#), [Grand Rapids](#), and [Western Pennsylvania](#).



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*NexGoal is a specialized search and career development business, focused on placing former Olympic, collegiate, and professional athletes in corporate positions. The candidates we place possess core traits (biodata) which have proven over time to be an accurate predictor for future performance. As a franchise opportunity, NexGoal provides a game plan, personalized business plan, and guidance. Our training camp and ongoing professional development keeps our partners up-to-date on the latest strategies and best practices in recruiting and job placement. For more information, visit our website, [www.nexgoal.com](http://www.nexgoal.com).*