

IAN DAUBE

ATHLETE

Two-time IBJJF
No-Gi World Champion.

GYM OWNER

Founder and head coach,
American Strength & Combat,
Poway, California.

COMMUNICATOR

Nine years in medical
device sales.
Communications degree.

JUDO. WRESTLING. JIU-JITSU. MMA.

He started at six, at local wrestling meets. Since then: national judo titles, a California state wrestling title, Division I college wrestling, professional MMA and two world titles in jiu-jitsu.



American Nationals No-Gi gold.

2001-06	**National judo champion.** U.S. Judo National Championships and Junior Olympic National Championships. Twice represented the U.S. in Japan. 19–1–1 international record.
2009	**California state wrestling champion.** Poway High, 189 lb. 135–13 high school record. Freestyle and Greco-Roman All-American.
COLLEGE	**NCAA Division I wrestler.** One year at Oklahoma, then Cal Poly San Luis Obispo. B.A. Communications, 2015.
MMA	**Professional MMA.** Fighter and coach.
ADCC	**Third place, ADCC Trials.** The qualifier for the sport's biggest no-gi event.

2× IBJJF NO-GI WORLD CHAMPION

Two world titles, won in his thirties as a colored belt.

OCT 29, 2026	**UFC BJJ 13.** Competed on the card at the UFC Apex in Las Vegas, live on UFC Fight Pass.
PLANNED	**IBJJF No-Gi World Championship.** December 10–12, 2026, Las Vegas.



THE GYM OWNER

HE BUILT THE ROOM.

American Strength & Combat opened in Poway on October 3, 2026. It is a wrestling-first gym in his hometown, and Ian is its founder, owner and head coach.

For a partner it is a place to be seen in person and a place to film: even light, white walls and weekday daytimes open for brand shoots.

1,400 — **Square feet of mat**
Competition-size training areas.

2 — **Wrestling walls**
A UFC BJJ-style curved bowl wall and a CJI-style straight angled wall.

10 — **Striking bags**
Plus a separate strength room.

5 — **Days of classes a week**
Youth classes for ages 6–13, then the adult class every weeknight.







HE CAN EXPLAIN WHAT YOU MAKE.

Ian spent nine years in medical device sales, working with orthopedic surgeons, and holds a communications degree. For a partner, that means a product learned properly and explained accurately.

9

YEARS IN MEDICAL DEVICE SALES

B.A. in Communications, Cal Poly San Luis Obispo.

WHAT HE DOES WITH A PARTNER'S PRODUCT

ON CAMERA	He makes his own training content. Your product gets a clear demonstration and an accurate explanation, filmed on his own mat.
IN THE GYM	He is on the mat coaching every weekday. He can show members how your product is used and answer their questions in person.
IN A ROOM	Seminars, staff sessions and customer events. He prepares, keeps to your approved messaging and takes questions.

He learns the product first. Then he says what is true about it, in plain language.

WHO IS WATCHING.

Online: wrestlers, jiu-jitsu athletes, MMA fighters and coaches. In person: the members and parents on his gym floor, five days a week.

53K

Instagram followers

@iandaube. Instagram, as published Nov 5, 2026.

LAST PUBLISHED VIEWS

About 476K Instagram views in the 30 days to Sep 14, 2026.

Instagram Insights, as printed in the media kit of Nov 5, 2026.

CURRENT FIGURES

Up-to-date Instagram Insights are available on request.

WHERE A PARTNER APPEARS

Instagram	@iandaube	Training, camp and competition-week content.
YouTube	@IanDaubeOfficial	Long-form technique and camp vlogs.
Podcasts	Guest appearances	Two features, including The Chewjitsu Podcast, episode 349.
The gym	Poway, California	Youth and adult classes five days a week. Guest seminars.
Competition	Next: Dec 10–12, 2026	IBJJF No-Gi Worlds. Competition-week and post-event content.





WHERE HE IS HEADED

THE NEXT TWELVE MONTHS.

COMPETE

ON THE MAT

DEC 10–12, 2026 · PLANNED

IBJJF No-Gi World Championship
Las Vegas.

2027 · PLANNED

Competition season
Events and dates to be confirmed.

BUILD

THE GYM

MON / WED / FRI NOON

Daytime Youth Wrestling
A new class, three days a week.

DEC 20, 2026 · NEXT

Guest workshop in Poway
Ivan Ivanov, Bulgarian Bag. A free women's seminar ran Sat Nov 14.

ONGOING

Grow the membership
Partnerships with businesses, schools and programs.

PUBLISH

THE CONTENT

IN PLANNING

A podcast
No launch date yet.

NEXT TO FILM

Worlds camp content
Training footage, competition-week stories and a camp vlog on YouTube.

BY REQUEST

Seminars and camps
Taught at other academies.

Calendar as of November 18, 2026. Entries marked next or planned are intentions, not confirmed registrations.

WHAT IT CAN LOOK LIKE.

A partnership starts with what your brand needs. These are the ways it can work, alone or together.



01 CONTENT

Your product in the training and camp content Ian makes for Instagram and YouTube, filmed on his own gym floor.

02 PRODUCT EDUCATION

Ian learns the product and explains it. Demonstrations and question-and-answer sessions, on camera or in person.

03 IN THE GYM

A place on the floor at American Strength & Combat, seen by every member and parent who walks in.

04 EVENTS AND SEMINARS

Presence at seminars and workshops hosted at the gym, and at the seminars and camps Ian teaches at other academies.

05 MEMBER OFFERS

An introductory offer for the gym's members and their families.

06 COMPETITION WEEK

Competition-week stories and a post-event post. Next: IBJJF No-Gi Worlds, December 10–12, 2026. Gear logos only where the event's uniform rules allow.

Start with one or combine several, for a single campaign or a full year. Terms are worked out in conversation.



CONTACT

LET'S TALK. 15 MINUTES.

A short call is enough to see whether there is a fit.

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