



FOR IMMEDIATE RELEASE

WeCOACH Hires Michele McGee Wolfert as Director of Strategic Relationships

November 9, 2018 – WeCOACH has announced the addition of Michele McGee Wolfert to their national office staff. Wolfert will officially begin her position as Director of Strategic Relationships on November 28.



“We feel so fortunate to be adding someone of Michele’s experience and expertise to our team,” said WeCOACH executive director, Megan Kahn. “Her ability to navigate the landscape in fostering relationships and leveraging partnerships will be monumental for our organization, and her passion for the coaching profession is unmatched, making this a perfect fit.”

Wolfert comes to WeCOACH with a wealth of experience in corporate sponsorship, annual giving, and revenue generation. Most recently, Wolfert served as the Director of Partnerships for the Charlotte Hornets' G League team, the Greensboro Swarm, after serving as Executive Director of the College of Charleston Cougar Club for three years. Previous experience includes stints at the Georgia Tech Athletic Association and Virginia Tech Athletics. Wolfert received her undergraduate degree from the University of North Carolina-Chapel Hill and a Master's of Sports Administration from Ohio University.

“As the daughter, sister, niece and mother of those that have coached at the college, high school and middle school levels, I am very excited to join a team whose important mission is recruiting, retaining and advancing coaches at all levels,” said Wolfert.

Michele and her husband, Mike, reside in Winston-Salem, NC and are the proud parents of three children.

About WeCOACH

Founded in 2011, WeCOACH is the premier membership organization committed to recruiting, advancing, and retaining women coaches across all sports and levels. Previously known as the Alliance of Women Coaches, the organization reimagined their brand in August 2018. By providing a supportive and unified network, educational resources, and access to in-person and digital programming opportunities, WeCOACH is changing the landscape for women in coaching.

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