



FOR IMMEDIATE RELEASE

WeCOACH Announces Three New Board Members; Green Becomes Board President

January 3, 2020 – The WeCOACH Board of Directors has announced the addition of three new members to their leadership group. Marlene Bjornsrud, gender equity consultant, Teresa Gould, Pac-12 Conference senior associate commissioner, and Nona Richardson, University of Utah executive senior associate athletics director begin three-year terms.

Additionally, Charmelle Green, Penn State University senior associate athletics director assumes the role of Board president effective this month. The move coincides with Elizabeth King beginning her term as president-elect and Dr. Cecile Reynaud will transition to past-president. The leadership positions are one-year progressive terms.

“We are thrilled to welcome Marlene, Teresa and Nona to our Board. They join WeCOACH at an exciting time as we continue to broaden our programmatic offerings across levels and build deeper relationships across the landscape. We are confident their skills and experiences will provide valuable perspectives to our already talented group of Board members,” said Charmelle Green.



Marlene Bjornsrud’s career has spanned more than 40 years of leadership in women’s sports, including coaching roles, administration and front office positions, and the non-profit sector. Bjornsrud served as executive director of the Alliance of Women Coaches (now WeCOACH) from 2014-16. Previously, she was a co-founder of Bay Area Women’s Sport Initiative (BAWSI), a nonprofit organization she co-founded in 2005 with USA soccer stars Brandi Chastain and Julie Foudy. In 2013, Bjornsrud was recognized by the International Olympic Committee with its prestigious 2013 Women and Sport Award for the continent of the Americas.

Teresa Gould joined the Pac-12 Conference office staff in August 2018, where she manages sports administration and championships for women’s basketball and all Olympic sports, oversees governance and compliance, and serves as the conference’s senior woman administrator. Gould brings a breadth of leadership experience to the WeCOACH Board, having worked both at the university and conference levels, within and outside of athletics, and in broadcast and revenue generating roles. Gould has administrative experience at UC Davis, Cal-Berkeley, the West Coast Conference, as well as three years at ESPN.





Nona Richardson, a 30-plus-year veteran of athletics administration, has been Utah's senior associate athletics director and senior woman administrator since January 2015. Richardson oversees all student-athlete support services at Utah, including academics, sports medicine, nutrition, the wellness team and the life skills program. She also supervises several sports, serves as Utah's gender equity and diversity coordinator and is a representative on Pac-12 Conference Counsel. Richardson's previous administrative stops spanned roles at UC Davis (2007-14), Ball State (2002-07) and Valparaiso (1996-2002). She began her career in collegiate athletics as a volleyball coach and was honored as the 2017 Women Leaders in College Sports DI-FBS Administrator of the Year.

About WeCOACH

Founded in 2011, WeCOACH has become 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 reinvigorated its brand in August 2018. By providing a supportive and unified network, educational programs and resources, and access to in-person and digital resources, WeCOACH is changing the landscape for female coaches.

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