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FOR IMMEDIATE RELEASE

## **WeCOACH Announces Megan Kahn Promoted to CEO**

January 28, 2020 – The WeCOACH Board of Directors has announced that executive director Megan Kahn has been promoted to Chief Executive Officer effective immediately.

Kahn, who has served the organization in a number of roles since 2012, was named executive director on August 1, 2016. She has elevated the organization through a complete rebrand (Alliance of Women Coaches to WeCOACH in 2018), a new strategic plan, as well as magnified the reach of WeCOACH on a national level with corporate sponsors, partners, and members.

“Megan has done an outstanding job as the Executive Director of WeCOACH. Her leadership, vision, and strategic decision-making have resulted in memberships, sponsorships, and program participation reaching an all-time high. She has evolved as a leader, and her impact on the organization has significantly enhanced the brand and visibility of WeCOACH,” said Charmelle Green, Penn State senior associate athletic director and president of the WeCOACH board of directors. “We look forward to seeing WeCOACH continue to thrive under her leadership.”

In three short years, Kahn has significantly increased the programmatic offerings and resources to support the heartbeat of WeCOACH – female coaches across all sports and levels. This past December, Kahn was instrumental in cultivating a partnership with Hudl to host BreakThrough Summit, the first-ever digital leadership summit for women in sports. She has overseen the launches of the WeCOACH Podcast, the NCAA Academy 2.0, the WeCOACH Mentor Program, and the Virtual Book Club. In May, WeCOACH will host its first-ever event for high school female coaches in partnership with the National Federation of State High School Associations (NFHS).

With a pulse on the coaching landscape, WeCOACH has hit unprecedented growth numbers in the past two years, annually achieving a 20% increase in overall membership. Last year was a banner year for the organization, highlighted by engaging in conference-wide memberships with the Big 12 Conference, Horizon League, Ivy League and Sunshine State Conference.

### 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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