



FOR IMMEDIATE RELEASE

WeCOACH Announces New Board Member; Gould Becomes Board President

January 18, 2022 – The WeCOACH Board of Directors has announced the addition of a new board member to their leadership group. Tiffany Tucker, UNC-Wilmington Deputy Athletic Director/Senior Woman Administrator officially joined the Board this month and begins a three-year term.

Additionally, Teresa Gould, Pac-12 Conference Deputy Commissioner assumed the role of Board president effective January 1. The move coincides with Samantha Huge, Real Response Executive Director of Collegiate Accounts, beginning her term as president-elect and Elizabeth King transitioning to past president. The leadership positions are one-year progressive terms.

"I couldn't be more thrilled to have Tiffany Tucker joining the WeCOACH Board. As a former NCAA Division I student-athlete, and a long-standing intercollegiate coach, she understands firsthand the challenges associated with recruiting and retaining women in coaching. She is an inspirational leader whose passion aligns well with the mission of WeCOACH. Tiffany has always been a strong advocate for women in coaching and will be a wonderful role model for the coaches involved in our organization. I look forward to seeing the impact that Tiffany will have on our Board," said Gould.



Tiffany Tucker, recently named to [Sports Illustrated's 100 Influential Black Women in Sport](#), joined the UNC-Wilmington staff as senior associate athletic director and senior woman administrator in January of 2019, and was named deputy athletic director in August 2021. She is responsible for day-to-day operations, serves as a sports administrator, and functions as the athletics department liaison for multiple campus offices. Tucker's previous administrative stops spanned roles at South Carolina State, Hampton, and Elizabeth City State University.

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 women coaches.

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