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WeCOACH Announces Two Key Leadership Hires

July 25, 2025 – **WeCOACH** proudly announces the addition of two dynamic leaders who will play pivotal roles in shaping the next era of impact for our organization: **Erica Nelson-Flowers**, Chief Operating Officer (COO) & Deputy Director of Leadership Programs, and **Karen Weatherington** (WCA #5), Associate Director of Leadership Programs.

Together, they bring more than **50 years of leadership across the collegiate, professional, and grassroots levels**, and are deeply committed to building a more inclusive, empowered coaching community.



Erica Nelson-Flowers: COO & Deputy Director of Leadership Programs

A 20+ year veteran of the sports industry, **Erica Nelson-Flowers** has built a career at some of the nation's most recognizable organizations. Most recently, she served as Director of Diversity, Equity and Inclusion for USTA Texas, where she led statewide strategies to increase tennis access among historically underrepresented communities.

Prior to her time at USTA, Nelson-Flowers spent over a decade directing student-athlete development at the University of Arkansas and University of South Carolina, where she launched leadership academies, DEI initiatives, and career development programs. Her foundation in athlete support began early in her career with the NBA's Player Development department and with NYC2012, the U.S. finalist bid for the 2012 Olympic Games, where she managed participation from over 2,000 Olympians and Paralympians.

“Like so many girls and women before me, my journey as an athlete was shaped by my coaches, so it's an honor to bring my experience from the NBA, college athletics and most recently the USTA to WeCOACH. I believe heavily in the Mission of WeCOACH and am excited to contribute to its future success,” said Nelson-Flowers.

In 2023, Erica was named one of the “Top 50 Women Leaders in Austin” by *Women We Admire*, inducted into the Slippery Rock University (SRU) Sport Management Hall of Fame, and served as the SRU Graduate Commencement Speaker. She now serves on the SRU Foundation’s National Board of Directors.

“We are thrilled to welcome Erica to our team,” said Vanessa Fuchs, WeCOACH CEO. “Her experience and values align perfectly with our mission. Erica’s leadership will elevate our operations and strengthen our best-in-class leadership development programs for women coaches across all sports and levels.”



Karen Weatherington: Associate Director of Leadership Programs

Karen Weatherington brings 30+ years of championship-level experience as a Division I volleyball coach, most recently as the winningest head coach in UNC Charlotte program history. Her coaching impact extended beyond the court—demonstrated through academic excellence, DEI leadership, community engagement, and culture building.

Before Charlotte, Weatherington led Hampton University to its first-ever MEAC title and back-to-back NCAA Tournament berths. She was named Conference Coach of the Year at Charlotte, Hampton, and Kennesaw State, and developed multiple All-Conference and All-America honorees throughout her career.

Weatherington has served the American Volleyball Coaches Association (AVCA) in numerous roles, including Board Member, All-America Committee member, and Regional Advisory Chair. A proud graduate of the 2005 NCAA Women Coaches Academy Class #5, she has been a longtime WeCOACH champion.

“I am beyond excited to join the WeCOACH team. The organization has had such a positive impact on my career. WeCOACH is a premier organization that supports women through the changes and challenges of this ever-changing industry of sport. I am deeply appreciative to Vanessa and the staff for affording me this opportunity. As a WCA grad, I look forward to sharing my experience and knowledge to help women coaches achieve the goals of excellence and success,” said Weatherington.

“Karen is a force in every space she enters,” said Vanessa Fuchs. “She brings deep credibility, experience, and heart to everything she does—and we know our members will immediately benefit from her wisdom and energy.”

To learn more about Team WeCOACH, visit <https://wecoachsports.org/about/staff/>.

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ABOUT WeCOACH

Founded in 2011, WeCOACH is a one-of-a-kind 501(c)(3) nonprofit dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs. Prior to Title IX, over 90% of women's collegiate sports teams were coached by women. Today, over 50 years later, the data indicates that number has decreased to 41% across all three NCAA Divisions, with only 7% women head coaches of color. Only 5% women coach men's teams. At the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. WeCOACH launched MOVE the NUMBERS in 2022 to help change the landscape for women coaches and the student-athletes they lead. If she can see her, she can be her. For more information visit [MOVE the NUMBERS](#).