



The Greater Kansas City Sports Commission & Foundation Announces a Departmental Reorganization

KANSAS CITY, August 27, 2012 ---Kathy Nelson, President/CEO of the Kansas City Sports Commission & Foundation, announces an organizational restructuring that enhances the staff's ability to promote and enrich the greater Kansas City area through sports. Kathy has a talented team with a diverse background that makes them uniquely qualified to lead the four key departments. The following are the departments and brief description of the leadership team:

Cindy Smith, VP of Business & Partner Development. Cindy is the rock of the team with 12 years of experience at the KC Sports Commission and will continue to be responsible for working with national partners such as Big 12, NCAA and other bid opportunities. Cindy has a wealth of knowledge and has been instrumental in the growth of the KC Sports Commission.

Tiffany Goddard, WIN for KC Director. Tiffany is a new hire who has a broad background in sports marketing and a deep passion for girls/women sports. Tiffany most recently was with KMBC-TV as a Sales and Marketing executive. On Tiffany's team is Jane Wilson, WIN for KC Assistant Director.

Sarah Dee, Events Director. Sarah brings an amazing depth of experience as the former WIN for KC Assistant Director and has a background in events operations for groups such as Disney Sports and the Missouri Valley Athletic Conference. Sarah's event team consists of Assistant Director Brett Vena, and Event Coordinators Corie Henry and Daveron Kennedy. They are all working hard to prepare for the upcoming Waddell & Reed KC Marathon with Ivy Funds on October 20.

Bradley Brooker, Marketing Director. Bradley is a new hire that has spent numerous years at Sprint in various marketing roles. Bradley's high energy, marketing experience and communication skills are a great fit for this role. Bradley will support each department to create awareness, increase participation in events and introduce innovative partnerships within the KC Sports community. Supporting Bradley's effort will be Mark Lewis, Information Systems Manager and Kayla Blefko, E-Commerce Manager.

Kathy is committed to continuing the rich tradition at the KC Sports Commission to create a greater awareness of the benefits of sports. She is passionate about her evolving team and is excited about the growth of the Kansas City Sports Commission.

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