



FOR IMMEDIATE RELEASE

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## **Mike Sharpe and Robin Sterneck join the Kansas City Sports Commission and WIN for KC**

KANSAS CITY, MO (September 6, 2013) – The Kansas City Sports Commission is happy to announce the appointment of Mike Sharpe as the Director of Business & Partner Development. Sharpe recently was the Assistant Commissioner of the Great West Conference where he worked directly with host institutions and neutral sites in preparing for the overall management of conference championships. Additionally, he served as the conference liaison to the NCAA as it pertained to rules and interpretations.

Sharpe has over 22 years of collegiate athletic administrative and coaching experience. Before working at the Great West Conference, he was the Director of Athletics at Avila University for seven years where he oversaw 12 programs and supervised a team of 30 staff. Sharpe has also been the Assistant Men's Basketball Coach at UMKC and Assistant Men's Basketball Coach at JCCC. Sharpe will be working with Vice President of Business & Partner Development Cindy Smith on securing NCAA events and corporate sponsorships. You can reach Sharpe via email at [msharpe@sportkc.org](mailto:msharpe@sportkc.org) or by calling 816.389.4187.

"Mike brings years of collegiate experience and relationships to the Sports Commission and will be a big help securing NCAA events for Kansas City," said Kathy Nelson, Kansas City Sports Commission President and CEO. "I'm excited to work with Mike."

Robin Sterneck, past WIN Board chair and business leader has agreed to lead WIN for KC as the part-time Interim Director until a new Director can be named. Through her career, Sterneck has been committed to the professional and personal development of women. She served as an Advisory Board member for WIN for KC for two terms and served as the Board Chair until October 2012.

"Robin is the right person to lead WIN for KC at this time. Her commitment to the mission and involvement in our programming will be a tremendous asset to our team. She brings a wealth of knowledge, history and involvement with our organization as well as passion to WIN for KC," said Nelson.

Sterneck is the founder of The Highland Birch Group, which works with for profit and not for profit organizations to maximize leader and team impact. Prior to Highland Birch, Sterneck spent almost 30 years in the financial services industry in investment banking on Wall Street and in various leadership roles at GE and then its local successor, Swiss Re as the President of the Commercial Insurance Division.

### **About The Kansas City Sports Commission and Foundation**

The Kansas City Sports Commission & Foundation is a 100% privately-funded nonprofit that benefits the Kansas City region through sports by creating, attracting and managing major sporting events for Kansas City. And, promote the lifetime benefits of sports for youth through educational initiatives, tournaments and clinics.

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