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WIN for KC Selects Ruth Feldblum as New Director

KANSAS CITY, MO (September 1, 2022) – The Women’s Intersport Network for Kansas City ([WIN for KC](#)) is excited to announce Ruth Feldblum, formerly of Relation Insurance Services, will lead the organization in the director role. “Throughout the process of interviewing candidates for this position, I knew we wanted someone with a passion for women’s advocacy, an experienced event and fundraising professional, as well as someone forward-thinking and strategic,” says Kathy Nelson, President and CEO of the Kansas City Sports Commission. “Ruth embodies all those qualities and I’m excited to see where she leads WIN for KC in the years to come.”

Ruth worked for Relation Insurance Services for approximately eight years, where she was a Senior Account Manager and Team Lead, Intercollegiate Sports. During that time, her focus was to re-position and grow intercollegiate sports within the organization. Prior to that, Ruth spent nearly 11 years at the National Association of Intercollegiate Athletics (NAIA). At the NAIA, she served in the roles of Director, Business Analytics; Director, Eligibility Services; and Manager, Championship Sports.

“WIN for KC continues to impact thousands of lives each year through the Women’s Sports Awards, Camp WIN and BLVD Revel Run,” says Jana Merfen, Executive Committee Chair of the WIN for KC Advisory Board. “Ruth’s expertise as a regional leader for women’s sports and leadership will drive the mission of WIN for KC and support the women and youth in our communities.”

Originally from upstate New York, Ruth received a B.A. in International Relations from Syracuse University and a M.A. in Sport Management from the University of San Francisco. While at Syracuse, she was a participant on the Varsity Track and Field team. For the past 18 years, Kansas City has been Ruth’s home. In her free time, Ruth is an active volunteer for organizations like Girls on the Run.

As Director of WIN for KC, she will oversee strategic planning, day-to-day operations, annual budgeting, staff management, fundraising and programming. Additionally, Ruth will continue to position WIN for KC as a strong community partner through new relationships with prominent civic leaders, women’s organizations, youth organizations, local women’s sports teams and other applicable groups.

About WIN for KC

The Women’s Intersport Network for Kansas City (WIN for KC), was established in 1994 under the umbrella of the Greater Kansas City Sports Commission, with the mission to ignite girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development. WIN is a volunteer, membership-driven organization that operates as a program of the Kansas City Sports Commission and Foundation. For more information, visit [WINforKC.org](#). For the latest on WIN for KC news, follow on [Twitter](#), [Facebook](#) and [Instagram](#).

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WIN for KC

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