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FOR IMMEDIATE RELEASE

Alliance of Women Coaches Announces New Member to Board of Directors



The Alliance of Women Coaches has announced a new member, Kari Escobedo, to join the Board of Directors. Escobedo begins a three-year term.

“We are looking forward to Kari being on the Alliance of Women Coaches Board of Directors,” said Board of Directors President Cecile Reynaud. “She brings a business expertise that we can tap into, so we can continue to grow the organization and recruit, train and retain female coaches at all levels.”

Escobedo serves as the Executive Director of the Enterprise & Digital Services at Kaiser Permanente and is focused on Digital Transformation for Customer Experience, Digital & Mobile Channels and the Operations of the Enterprise functions of HR, Finance, Supply Chain, Content & Collaboration and Legal.

Throughout her career, Escobedo has served as Vice President of Enterprise Systems Application for Customer, Marketing and Mobile divisions for T-Mobile, as well as a Director of Information Management and CISO for Starbucks Coffee Company.

Outside of the workplace, Escobedo enjoys participating in a variety of organizations dedicated to the empowerment of children and women in STEM fields through IGNITE and Code.org, where she regularly speaks at schools and mentors young girls. She was also named Top 100 Diverse Leaders in STEM.

“I am excited to join the Alliance of Women Coaches Board at an exciting time in the organization’s growth and look forward to leveraging my past experience as a technologist and business transformation leader to provide advice as they continue to look at new areas of growth,” said Escobedo. “This role gives me the opportunity to blend my passion for women’s athletics that started back as a softball player in college and has only grown as I have coached and led women’s softball leagues at both the local and national levels, as well as the ability to help make positive impacts for my own children!”

The Alliance of Women Coaches is the premier membership organization dedicated to the recruitment, advancement and retention of women coaches of all sports and levels.

For more information on the Alliance of Women Coaches, visit www.gocoaches.org.

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