



## **KC2026 Announces Katherine Holland as Executive Director**

**KANSAS CITY, MO (June 8, 2023)** – KC2026, the nonprofit organization overseeing strategy and delivery of contractual obligations for FIFA World Cup 26™, has named Katherine Holland as Executive Director.

In this role, Katherine is responsible for managing the day-to-day operations of KC2026, which include collaborating with FIFA, building comprehensive plans and strategies for all components of the event, identifying staffing needs and reporting out to the KC2026 Executive Committee and Board of Directors. Additionally, the Executive Director manages relationships with internal and external stakeholders, civic and governmental groups, as well as other community leaders.

“Katherine’s experience, from the beginning of the bid process through the formation of KC2026, is important to Kansas City’s success in the next phase of planning and execution for FIFA World Cup 26™,” says Karen Daniel, President of the KC2026 Board of Directors. “Her institutional knowledge, relationships with key stakeholders and commitment to Kansas City make her uniquely positioned to lead daily operations for this project.”

As Director of the KC2026 FIFA World Cup bid, Katherine oversaw content creation, worked with key partners to align on deliverables, and effectively managed the multiyear process in coordination with FIFA that required the planning of several site visits, including hosting the official delegation from FIFA in October of 2021.

“When Katherine returned to Kansas City and assumed the role of Executive Director of the 2017 U.S. Figure Skating Championships, it was immediately apparent that she had the experience and unique skillset to help elevate Kansas City’s reputation and make us even more competitive,” says Kathy Nelson, President and CEO of the Kansas City Sports Commission and Visit KC and Secretary of the KC2026 Board of Directors. “From developing key bids to optimizing marketing operations to driving thought leadership, Katherine has been an invaluable member of our team at the Sports Commission. I couldn’t be prouder of her and am excited to continue working with her on this important project.”

Katherine, a Kansas City native, previously lived in New York City and San Francisco, where she worked as a Senior Business Director for Momentum Worldwide (a global marketing agency), Vice President of

Partnership Strategy for The Madison Square Garden Company and Director of Affluent Assets for Visa. After returning to Kansas City in 2016, Katherine began working for the Kansas City Sports Commission on the 2017 U.S. Figure Skating Championships. In 2021, after being involved with the project since its inception, Katherine was formally named Director of the KC2026 FIFA World Cup Bid.

“Managing the KC2026 bid on behalf of my hometown was such a privilege and one of the highlights of my career to date,” says Katherine Holland, Executive Director for KC2026. “Having lived and worked in other major metros around the country, I can confidently say that our community’s passion, pride, collaboration and commitment to excellence is both inspiring – and uniquely Kansas City. I am certain that this market will continue to raise the bar for our region as a Host City in 2026 and beyond.”

The FIFA World Cup™ is the largest and most prestigious single-sport event in the world and is followed by billions of fans across the globe. FIFA World Cup 26™ will be jointly hosted by 16 cities spread amongst The United States, Canada & Mexico and is the first-ever tournament with 48 teams competing for the title of World Champion.

A hi-res headshot and additional photos are available [here](#). Provided courtesy of the Kansas City Sports Commission.

#### **About KC2026**

A nonprofit organization overseeing strategy and delivering host city duties for FIFA World Cup 26™, KC2026 will plan, construct and implement all aspects of Kansas City’s largest sports and fan engagement event in the region’s history. Learn more at [www.KansasCityFWC26.com](http://www.KansasCityFWC26.com)

#### **About Greater Kansas City**

Home to 2.5 million people, Kansas City is a vibrant metro in the heart of the U.S., known as the “KC Heartland.” An all-new single terminal at Kansas City International Airport welcomes guests by air, while 85% of the U.S. is less than a two-day drive away. The region’s red-hot sports culture is embraced every season, headlined by the Kansas City Chiefs, Kansas City Royals, Major League Soccer’s Sporting Kansas City, and the National Women’s Soccer League’s Kansas City Current.

Home to renowned arts and culture, experience live entertainment in Downtown Kansas City’s Power & Light District, as well as 40 jazz clubs throughout the area. Find food from James Beard award-winning chefs and sample true KC tradition at more than 100 barbecue restaurants across the metro. Dive into some of the country’s most significant historical moments at KC’s treasured institutions, from the National WWI Museum and Memorial and the Harry S. Truman Presidential Library and Museum to the Negro Leagues Baseball Museum and the American Jazz Museum. Learn more at [www.KC.org](http://www.KC.org)

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