



FOR IMMEDIATE RELEASE

KC2026 Introduces Director of Transportation, Staff and Shared Resources

KANSAS CITY, MO (July 25, 2024) – Today, KC2026 announced Jason Sims as its Director of Transportation. Sims brings broad experience as a transportation systems management and operations engineer as well as a deep understanding of the regional transportation landscape. He joins KC2026 as the fourth full-time employee and fills a critical role in the nonprofit entity established to lead the planning and activation of the FIFA World Cup 26™ in Kansas City.

With more than 23 years of experience in the transportation industry, Sims is an established and respected leader in traffic management operations, safety, congestion mitigation and system development. Notably, he is credited with providing the operational vision for and led the development of the Kansas City Scout Traffic Management Center, which has served the bi-state region of Kansas City since 2003. Sims, who will also continue serving as the Vice Chair of the Kansas City Area Transportation Authority (KCATA), will step into the KC2026 role in mid-August.

“Jason’s experience in collaborating with municipal, state, national and international transportation agencies will be essential as we work together to meet this moment,” says Pam Kramer, CEO of KC2026. “He is a respected leader who understands that we will need all of our stakeholders working together to achieve our goals, and I’m confident that he’ll work with our consultants and regional partners to deliver a safe and seamless transportation experience.”

KC2026 Staff

In addition to Sims, Kramer also announced other key staff members as part of the KC2026 team:

Lori Kirchhoff, Director of Program Management

In her role as Director of Program Management, Kirchhoff will serve as the hub for what Kramer has described as a “team of teams” that will deliver FIFA World Cup 26™. An Oracle Cerner (previously known as Cerner Corporation) employee since 2001, Kirchhoff began as a Project Manager before

becoming a Program Manager and ended her tenure there as Senior Director of Consulting, Engagement Management. In her most recent role she provided executive leadership, strategic planning, operational execution and client relationship and risk mitigation for 100+ healthcare IT project implementations, resulting in \$200M+ in revenue per year. As the KC2026 Director of Program Management, Kirchhoff will provide structure and processes for all teams who are responsible for KC2026 projects.

Maria Tretinyak, Event Coordinator

Tretinyak joins KC2026 after graduating from Benedictine College in May. She will be a key part of the day-to-day Host City activities including stakeholder communication, event logistics and coordination with FIFA on project deliverables. She previously served as a Marketing and Events Intern for The Greater Kansas City Chamber of Commerce.

Hi-res head shots of Director of Transportation Jason Sims, Director of Program Management Lori Kirchhoff and Event Coordinator Maria Tretinyak are available [here](#).

Shared Resources

KC2026 also announced an agreement with The Kansas City Sports Commission, to provide event services and expertise in support of delivering the FIFA World Cup 26™. The agreement will include leveraging general event support as well as specialized assistance in the areas of communications and accounting.

“We’re excited to remain actively engaged with the KC2026 team, building on our successful bid to bring the global event to Kansas City,” says Kathy Nelson, President and CEO of the Kansas City Sports Commission. “Every time we do a large sports activation – whether it’s the NFL Draft, an NCAA DI Championship or the Big 12 Men’s and Women’s Basketball Championships – we continue refining best practices, reaffirming partnerships with regional stakeholders and showcasing why Kansas City has earned its place on the world stage.”

In addition to overall support, Elliott Scott, Director, Marketing and Communications, is taking on additional responsibilities as KC2026 Director, Media Relations and Strategy, and Sarah Stanton, Chief Administrative Officer, is supporting KC2026 in finance and administration.

Adam Lewis, Human Rights and Sustainability FUSE Fellow KCMO

Adam Lewis is a FUSE Fellow sponsored by the city of Kansas City, Missouri, to focus on Human Rights and Sustainability. In this current role, Lewis works with the City of Kansas City to ensure that human rights and sustainability measures are reflected in the plans around FIFA World Cup 26™. Previously, Lewis founded and oversaw Street Soccer USA-Portland, served as the Head of Strategy for the United States’ largest athletic club, and led DFSForecast – an innovative fantasy sports start up – through an acquisition as the Chief Operating Officer.

For more information about KC2026 and FIFA World Cup 26™, please click [here](#). General media inquiries can be submitted directly to FIFA at media@fifa.org.

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.

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.

About FIFA World Cup 26™

FIFA World Cup 26™ will be the biggest sporting event ever, with three Host Countries, 16 Host Cities, 48 teams and 104 matches uniting an entire continent to showcase a momentous new tournament format. With more countries, cities, teams, and games, FIFA World Cup 26™ will be the most inclusive tournament ever, engaging millions of fans across 16 unique stadiums and billions worldwide. The tournament will take place in June and July 2026. For the latest FIFA World Cup 26™ information please visit the [FIFA World Cup 26™ website](#). For media representatives wishing to stay up-to-date on all things 2026, please register via the [FIFA Media Hub](#).

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