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## USA Climbing Welcomes Kelly Feilke As New Vice President of Marketing, Communications & Development

Salt Lake City, UT – October 3, 2019

USA Climbing is proud to announce and welcome Kelly Feilke as Vice President Marketing, Communications & Development. Feilke joins the team with more than two decades of sports marketing and management experience. Specific to the Olympic Movement, he has worked on the agency side for Coca-Cola and Samsung, the brand side with Nestlé, consulted for Toyota, and led marketing for two NGBs where he worked closely with adidas, AT&T, Chobani, Procter & Gamble, Sierra Nevada, Visa and Volkswagen.

In his new role, Feilke will report directly to USA Climbing CEO, Marc Norman, and work closely with the staff, Board and community to build the organization's brand and business.

"We are thrilled to have Kelly join our team as we enter into our first Olympic Games," said Norman. "Kelly has a proven track record of connecting with constituencies, growing revenue and will affect all aspects of our organization. He will ensure we continue to respect and stay true to the larger climbing community while serving the needs of all USA Climbing members from grassroots clubs and local gyms to elite athletes."

"I am honored to join USA Climbing and excited to support the entire climbing community," said Feilke. "Climbing is a lifestyle and the Olympic Games will shine a light on the positive benefits of this beautiful sport. I look forward to being a part of climbing's continued growth as we work toward Tokyo, Paris, and beyond."

Feilke discovered climbing while attending the University of Texas at Austin and spent many years in gyms and at local crags in Texas after college. "My climbing these days has been mostly limited to belaying my kids and I look forward to getting back into the gym and reconnecting with the community."

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**About USA Climbing:** USA Climbing is recognized by the United States Olympic and Paralympic Committee as the National Governing Body for the sport of competition climbing. The organization manages the disciplines of Bouldering, Speed and Sport climbing as well as the Collegiate and Adaptive series. USA Climbing, a member federation of the International Federation of Sport Climbing (IFSC), also hosts IFSC World Cup events and sends athletes to participate in the IFSC's World Cup circuit and the World Climbing and Paraclimbing Championships. *For more information contact:*

Zachary Brinchi | Marketing & Communications Manager | [zach@usaclimbing.org](mailto:zach@usaclimbing.org)

537 W 600 S #300  
Salt Lake City, UT, 84101  
303.499.0715  
[usaclimbing.org](http://usaclimbing.org)



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