

TeamSnap Appoints New Director of Marketing Communications

BOULDER, Colo., Dec. 19, 2017 (SEND2PRESS NEWSWIRE) – [TeamSnap](#), the household name in integrated sports management, announced today that Sarah Berg has been appointed the company’s new Director of Marketing Communications.



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Berg brings to TeamSnap a wealth of digital and technology marketing experience. She will be responsible for overseeing the company’s brand, communications and content strategy, focusing on the expansion of TeamSnap’s popular [Club](#), [League](#) and [Tournament](#) platforms.

A graduate of the University of Dayton, Berg has spent more than 10 years in senior brand, marketing and communications roles for technology companies, including Zagat Survey, Google and most recently, Sittercity.

Berg will embrace TeamSnap’s [successful remote workplace](#) policy and oversee the Marcom team from her office in Chicago.

“We are thrilled to have a marketer with an expansive background on board to help us grow the TeamSnap brand,” said TeamSnap Chief Growth Officer Ken McDonald. “This is an exciting time for the sports management industry and

Sarah's drive for tech branding and innovation will be key in ensuring we expand our position as the go-to source for coaches, administrators, players and parents to coordinate everything for the season."

About TeamSnap:

Founded in 2009 and headquartered in Boulder, Colorado, TeamSnap has taken the organization of youth, recreational and competitive sports into the 21st century. Over 15 million coaches, administrators, players and parents use TeamSnap to sign up, schedule, communicate and coordinate everything for the team, the club and the season. TeamSnap makes organizing sports as simple as click, tap and go.

For more information, visit <https://www.teamsnap.com/>.

*LOGO for Media: [Send2Press.com/300dpi/17-1219s2p-teamsnap-300dpi.jpg](https://www.send2press.com/300dpi/17-1219s2p-teamsnap-300dpi.jpg)

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