

Tom Shepard Named Chairman of USA Pentathlon

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Colorado Springs, CO – Tom Shepard with more than 25 years of success leading ground-breaking brand and marketing initiatives has been named as Chairman of USA Pentathlon. Tom is the Partner/Chief Marketing Officer for 21 Sports and Entertainment Marketing. With a long-time background in Olympic sports, Tom has worked extensively with the International Olympic Committee and the United States Olympic Committee.

Tom was the Executive Vice President, International Merchant Partnerships and Sponsorship for Visa International where he worked extensively with Olympic sports. Tom conceived the Visa Olympians Reunion Center at the Olympic Games.

Known for his vision and ability to get things done, even under the most difficult of circumstances, Tom is driven for results. His blend of strategic vision and hands on execution skills while leading with integrity and tenacity will be especially useful in his USAP tenure.

Tom rises to the Chairmanship after serving as a USAP executive board member and succeeds Barry Matchett as Chairman. Barry will remain on the USAP board and is thanked for his years of service as USAP Chairman during a time that he presided over extensive growth of the organization.

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