

## Laura Wolf Stein

Driving Impactful Connections Across Sports and Non-Profit Sectors

### *Executive Director, Alex Morgan Foundation*

Laura Wolf Stein serves as the Executive Director of the Alex Morgan Foundation, an organization started by the iconic soccer player in early 2023 to create equity and opportunities for girls and women on and off the field. Laura is a dynamic leader with 25 years of experience connecting passion brands with people across sports, entertainment, technology, community impact and non-profit work.

Prior to her current role, she led marketing, PR and community for the San Diego Wave FC (the 12th team in the NWSL) in their inaugural season. She also spent time leading Marketing at the Challenged Athletes Foundation (CAF), a non-profit dedicated to supporting individuals with physical disabilities through sports leading marketing and implementing high-impact brand partnerships with companies like Nike, Toyota, Bridgestone and Ironman. Prior to that, she led Marketing for a sport training consumer brand, SKLZ, and prior to that, she spent over 10 years at SONY leading integrated marketing and communications for various product lines and initiatives in electronics and entertainment.

On the personal front, Laura is deeply engaged in her local community of San Diego, her home for the past 20 years. She serves on the board of directors for Sister League San Diego, is a passionate Padres fan and mother of two daughters.

Laura graduated from Princeton University where she majored in History and Latin American Studies and played Varsity Volleyball. She also has a Masters in Global Media and Communications from USC's Annenberg School and the London School of Economics. She most recently completed a certificate program with the Sports and Entertainment Impact Collective (SEIC).