



## STARS+STRIPES USA ANNOUNCES TRICIA WILBER AS CEO

**LONG BEACH, CA, (Oct 5, 2020)** -- Today, Stars+Stripes USA announces its appointment of Tricia Wilber as Chief Executive Officer. Tricia will take this leadership position to deliver on the overall management of the brand, team, and business operations. She will report to Chairman and co-founder, Mike Buckley, and co-founder Taylor Canfield.

Tricia comes to Stars+Stripes USA after a 19-year career at the Walt Disney Company where she last held the position, for 9 years, of Chief Marketing Officer for The Walt Disney Company, EMEA. “I have been advising Mike and Taylor on their vision for the last 2 ½ years. I believe in their mission to leverage world-class sailing events and their success to bring diversity and inclusion to the sport of sailing”, said Tricia Wilber.

“Tricia brings her business acumen, combined with her experience of world-class storytelling to lead us to achieve our goals. We are honored to have her take this role and excited about working together”, said Mike Buckley, Chairman and co-Founder, and Taylor Canfield, co-Founder.

### **ABOUT STARS+STRIPES**

Stars+Stripes was co-founded by world champion sailors, Mike Buckley and Taylor Canfield with the goal to build a diverse, inclusive and authentic, All-American sailing team to inspire the next generation while competing on the world stage. Stars+Stripes is honored to reignite the Stars & Stripes brand, a name that for decades defined All-American excellence in the sport.



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