



Iditarod Trail Committee
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FOR IMMEDIATE RELEASE
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Iditarod Trail Committee announces new CEO

Wasilla, Alaska – The Iditarod Trail Committee is pleased to announce the appointment of Rob Urbach as its new CEO.

As the race organization's CEO, Urbach will direct and oversee all operations of the Last Great Race on Earth, including business operations, human resources management, information technology, fundraising and public relations. Urbach will work in close partnership with the Iditarod Board of Directors, staff, and stakeholders, to develop and articulate an organizational strategy that builds on existing funder support and diversifies the financial foundation of the race organization.

Urbach, who hails from Colorado, served as the CEO of USA Triathlon from 2011-2017 and handled all day-to-day operations for the national governing body for USA Triathlon. Prior to his time at USA Triathlon, Urbach was the executive vice president for Octagon, a global sports management and marketing firm, and led the operations of professional sporting events, the management of several hundred elite athletes and the sports marketing investments of major global companies.

Named Inside Triathlon magazine's most influential person, Urbach is an innovative leader and the driving force behind business transformations, loyal customer fan bases and value-driving strategic acquisitions. At USA Triathlon, the largest multisport organization in the world with more than 500,000 members and 4,300 local events each year, he led the development of a weekly television show, the launch of the USA Triathlon Foundation, the rollout of the NCAA program, a large-scale youth membership driver and other initiatives designed to achieve strategic objectives.

"Rob embraces our vision of an Iditarod that is committed to the priority of canine care both on and off the trail," said Iditarod Board of Directors President Mike Mills. "In addition to his extensive credentials, Rob has proven himself to be a nimble and strategic leader and we're looking forward to Rob taking the helm of the Last Great Race on Earth."

Urbach holds an MBA from the Wharton School of Business and is a graduate of Centre College in Danville, Kentucky. Urbach has completed 80 triathlons, including the Ironman World Championships in Hawaii.

Urbach will begin as CEO at the Iditarod Trail Committee on July 29, 2019.

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