

## **Katie Cox Bio**

Katie Cox is the Vice President of Marketing, Membership and Community Relations for Gator Bowl Sports, the parent company of the TaxSlayer Gator Bowl and Gator Bowl Charities. In this role, she is responsible for marketing, promotional and branding for all Gator Bowl Sports corporate brands; oversees PR and media relations as well as member relations, membership outreach, ticket sales and service. Additionally, she manages Gator Bowl Charities initiatives which serves as the community and charitable division of Gator Bowl Sports.

Katie started her career in sports as an intern with the City of Jacksonville's Office of Special Events where she worked on Super Bowl XXXIX and then spent the next football season with the Denver Broncos working in stadium operations. She holds an MBA in Sport Business from Saint Leo University, as well as a bachelor's degree in Sport Management from Flagler College in nearby St. Augustine where she often visits as a guest speaker to current sport management students.

Ms. Cox serves as an advisory board member of the Winston Family YMCA, First Coast Blessings in a Backpack and Ed White High School's Sport and Entertainment Management program. In addition to advisory board positions, she is a member of the Winston YMCA Giving Tree Gala event committee and the Bowl Season Besties Awards committee. She attends the Church of Eleven22 where she serves weekly in their special needs youth ministry. In 2023, she was named one of the Jacksonville Business Journal's Women of Influence.

In her spare time, Katie is a vocal advocate of health and wellness. Following a successful bariatric surgery in 2012, she has found a new passion for fitness and nutrition. Katie serves as a spokesperson for the Baptist Center for Bariatric Surgery and is a champion to those on their own personal health and wellness journey. She completed her first triathlon in 2021 and was a first time Gate River Run finisher in 2022.