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**FOR IMMEDIATE RELEASE**

**CollClubSports Announces Promotion of Christian Smith to Chief Operations Officer  
Pittsburgh, PA – 6/1/2026**

CollClubSports today announced the promotion of Christian Smith to Chief Operations Officer (COO), recognizing his outstanding leadership and significant contributions to the organization’s growth and operational excellence.



In his new role, Smith will oversee day-to-day operations across CollClubSports, focusing on scaling the company’s platform, strengthening partnerships with university club teams, and enhancing the overall athlete and school experience. He will work closely with the executive team to drive strategic initiatives and continue the company’s mission of elevating collegiate club sports nationwide.

“Christian has been instrumental in shaping our organization and building strong relationships across the collegiate sports landscape,” said CollClubSports CEO Sandy Sanderson. “His operational expertise, leadership, and deep commitment to our mission make him the ideal choice to step into this role as we enter our next phase of growth.”

Smith has been with CollClubSports since September of 2006, serving the organization in a multitude of roles. In his nearly 20 years, he’s served as a Sponsor Account Manager, Director of Marketing, Director of Operations and Vice President of Operations of the Club Baseball, Club Basketball and most recently, Club Softball Leagues. During his tenure, he played a key role in expanding the company’s reach, improving internal processes, and launching initiatives that have benefited thousands of student-athletes across the country.

“I’m honored to step into the role of Chief Operations Officer at such an exciting time for CollClubSports,” said Smith. “Our team is passionate about supporting the club sports community, and I’m looking forward to continuing to build innovative solutions and partnerships that empower student-athletes and programs nationwide.”

CollClubSports has experienced rapid growth in recent years, providing collegiate student-athletes with the opportunity to participate in competitive, organized collegiate club athletic leagues. It’s continually enhancing this experience for all participants by building lasting relationships based upon trust, commitment, dedication, understanding and strong lines of communication. Smith’s promotion reflects the company’s commitment to scaling operations while maintaining a high standard of service and innovation.

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**About CollClubSports**

CollClubSports is a compilation of governing bodies which oversee collegiate club athletics. It is dedicated to supporting collegiate club sports programs by providing competitive, organized collegiate club athletic leagues. The company works with universities and student-athletes to enhance visibility, organization, and competitive opportunities across the club sports landscape. For more information, visit [www.collclubsports.com](http://www.collclubsports.com).