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United Way Suncoast Names Bucs Executive Kourtney Sanchez As CEO

The United Way Suncoast Board of Directors has selected Tampa Bay Buccaneers executive Kourtney Sanchez as its next CEO, effective June 1. "Kourtney brings an exceptional amount of leadership experience and development acumen to United Way Suncoast," United Way Suncoast Board Chair Sara Nichols said. "Her work across several organizations helped her rise from a pool of nearly 300 applicants compiled by the Winner Partners search firm during our four-month national recruitment process."

"Kourtney matched her record of accomplishment with an energetic approach and innovative ideas needed to continue leading United Way Suncoast into its second century of service. It's her experience and insight that won the board over." Sanchez replaces former United Way Suncoast CEO Jessica Muroff, who left in January to lead the Community Foundation of Sarasota County as its CEO.

A PROVEN LEADER IN PHILANTHROPY AND COMMUNITY IMPACT

Sanchez brings a wealth of experience to United Way Suncoast, having most recently served as the Bucs' Chief Impact Officer. In that role, she helmed the NFL franchise's community team, overseeing all philanthropic strategies, growth, and implementation for local and national programs and partnerships. Additionally, she served as the Executive Director of the Glazer Family Foundation and the Glazer Vision Foundation, partnering with the family on all of their personal philanthropic initiatives.

A third-generation Tampa Bay native, Sanchez has combined more than a decade's worth of experience in the nonprofit sector with an educational background that includes degrees from the University of Florida and Duke University, and a certificate in leadership from Harvard University.

In addition to her work with the Bucs, Sanchez has also proven herself by successfully handling roles in community engagement, strategic planning, communications, and fundraising. She previously worked in development roles for AdventHealth, the Cholangiocarcinoma Foundation, the American Heart Association, and the Pediatric Cancer Foundation. "I know what it's like to approach funders and donors as a fundraiser," Sanchez said. "And I know from working with the Bucs how funders like to be approached. I don't look at fundraising as transactional. It's about building and maintaining relationships."

LOOKING AHEAD: LEADING UNITED WAY SUNCOAST INTO ITS NEXT CENTURY

"I'm excited about joining the United Way Suncoast team and helping this talented group build on its 102 years of success," Sanchez said. "I am passionate about uplifting our community. Through my previous nonprofit work, I've witnessed the power individuals and organizations have in curating positive social change. "Inspired by that experience, I'm confident I can blend what I've learned about philanthropic and for-profit strategies to support our mission work."

At United Way Suncoast, she inherits a seasoned nonprofit team that is poised for success after it crafted a foundational Thriving United Way Suncoast Framework to strategically guide its mission for the next five years. The organization's collective impact model creates an interconnected path of improvement for community members, allowing them to create the life they imagine for themselves. It centers on three distinct impact areas: Educational Opportunity, Financial Security, and Community Resiliency.

In 2025, United Way Suncoast launched a new multi-year round of Community Impact Investment funding, pledging \$14.1 million for 67 nonprofit partner programs through 2027. United Way Suncoast's complete impact investments totaled more than \$13 million in 2025, and it also fueled its own initiatives, including the Quality Childcare Initiative, Summer Care, Results First, BankOn Suncoast, and the Volunteer Income Tax Assistance (VITA) program.

"With this decision, the board firmly believes we have a great leader leading a great team," Nichols said. "The organization's vision and planning have United Way Suncoast positioned to meet the demands facing our community, be it natural storms or life's daily storms. We look forward to Kourtney growing and expanding the community impact of our organization and our partners."

About Winner Partners

Winner Partners is a certified woman-owned executive search and recruitment firm headquartered in St. Petersburg, Florida. The firm specializes in identifying and placing leaders for organizations that create community and economic impact and supported the national search process for this role. www.winnerpartners.net.