

PRESS RELEASE

FOR IMMEDIATE RELEASE - SEPTEMBER 16, 2026

ARI COHEN APPOINTED AS CLUB EXPERIENCE DIRECTOR

Milwaukee Sting Volleyball Club is pleased to announce Ari Cohen as its new Club Experience Director. In this highly visible role, Ari will help bring Milwaukee Sting's culture to life online, in the gym, at tournaments and throughout the broader volleyball community.

As Club Experience Director, Ari will connect athletes, families, coaches, alumni and supporters while leading initiatives across three key areas: club communications and social media, fundraising and community engagement, and volleyball coaching.

"I am incredibly excited to create this new position for Milwaukee Sting and even more excited to have the perfect person in Ari to take on the role," said Club Director Dave Bayer. "Our goal is to add meaningful value to every family's experience with the club and, most importantly, to each athlete's experience. Ari's energy, creativity and genuine commitment to our players will help us build an even stronger and more connected Sting community."

Ari will oversee Milwaukee Sting's social media presence and help tell the stories that make the club community special. She will capture and share team achievements, athlete milestones, college commitments, alumni updates and behind-the-scenes moments from practices, tournaments and club events. Her work will strengthen Milwaukee Sting's brand while giving families and supporters a closer look at the people and experiences that define the club.

A central part of Ari's role will be supporting the athlete experience. She will serve as a visible and approachable presence for players, celebrate their successes, listen to their perspectives and reinforce the values of inclusion, leadership, sportsmanship and healthy team dynamics. Ari will also help ensure that the athlete's voice is considered in club communications, events and recognition programs.

At selected tournaments and events, Ari will provide on-site support for club updates, family engagement and real-time storytelling. She will also develop team-building activities and other creative experiences designed to strengthen connections among athletes, teams and families.

In addition, Ari will coordinate fundraising campaigns, sponsorship outreach and community-building initiatives in partnership with club leadership. She will help Milwaukee Sting engage its alumni, recognize supporters and expand the sense of pride and connection throughout the club community.



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Ari will remain involved on the court as a floating assistant coach, working with assigned Milwaukee Sting teams based on club needs. In that capacity, she will support athlete development, teach volleyball skills and systems, and model the standards and core values of Milwaukee Sting.

“I am incredibly excited to step into this role and help build something that I believe can make a real difference in the Milwaukee Sting experience,” Ari said. “I’ve always cared deeply about the athletes, families, and coaches who make this club what it is. This opportunity allows me to bring together so many of the things I love: volleyball, coaching, storytelling, creativity, and most importantly, people. I want every athlete to feel seen, supported, and genuinely connected to their club, while also making sure we celebrate the people and moments that make Sting special. I’m so grateful for the trust that Milwaukee Sting has placed in me, and I’m excited to continue building our community and creating opportunities for our athletes to grow both on and off the court.”

Through this new position, Milwaukee Sting is strengthening its commitment to a positive and connected club experience at every touchpoint. Ari’s energy, creativity and athlete-centered approach make her an excellent fit to lead this work.

Please join us in congratulating Ari and welcoming her into this new leadership role.

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