

**Cheri Kempf**  
**Senior Vice President**  
**Athletes Unlimited**

Cheri Kempf is a Senior Vice President at Athletes Unlimited, a network of professional women's sports leagues that launched in 2020 featuring the world's best professional athletes competing in leagues in four popular and growing sports: softball, indoor volleyball, basketball, and lacrosse. Kempf is the executive producer of broadcasting for all four sports, negotiating media rights deals and managing all aspects of production and game presentation. Kempf also serves as Director of Pro Softball for Athletes Unlimited, working with the Player Executive Committee to shape the league.

Prior to Athletes Unlimited, Kempf was Commissioner of National Pro Fastpitch for nearly 15 years and was long at the forefront of women's fastpitch softball, as a player, instructor, an industry marketing representative and a television sports commentator.

A four-time National Champion and six-time Hall of Fame Inductee, Kempf has also represented the United States on the international stage as a National Team member for Team USA and 1992 World Cup Champion.

Off of the field, Kempf has supported softball athletes since 1999, when she built and began operating the largest training facility in the world for the sport, known as Club K.

In addition to creating instructional DVDs and software to assist softball players in perfecting their craft, Kempf is the author of the book "Softball Pitching Edge," published by Human Kinetics. She is also the inventor and patent holder of the Spin Right Spinner, a device that teaches correct spin on pitch deliveries for both softball and baseball.

Kempf was a color commentator covering NCAA softball, including the Women's College World Series, for ESPN for 16 seasons, and previously commentated for FOX Sports, Comcast Sports, YES Network and the MLB Network.