

Kurt Hagen is Chief Innovation Officer at Varsity Brands, where he leads enterprise-wide technology and digital commerce strategy. With more than 30 years of experience driving transformative technology solutions, Kurt focuses on building scalable, consumer-centric platforms that strengthen connections between brands, athletes, families, and teams.

Throughout his career within the Varsity Brands organization, Kurt has played a pivotal role in modernizing and expanding team sports e-commerce. He helped launch and scale industry-leading platforms such as My Team Shop and Team Art Locker, redefining how teams access customized apparel and equipment through seamless, personalized digital experiences. His work has centered on simplifying the purchasing journey for coaches and families while enabling brands to better serve and engage their communities.

Today, Kurt continues to champion innovation across the team sports ecosystem, leveraging emerging technologies, data-driven insights, and integrated commerce strategies to support sustainable growth, deepen customer relationships, and expand participation in team sports.