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**FOR IMMEDIATE RELEASE**

**RMC Health Names Shellie Pfohl As New Chief Executive Officer**

*Pfohl will drive strategic direction and ignite development efforts to serve students across the U.S.*

June 11, 2021 — DENVER: Following an extensive search, Rocky Mountain Center for Health Promotion & Education (RMC Health) has named Shellie Pfohl as its next CEO. Pfohl has spent her career creating and leading impactful programs, policies, and partnerships to improve the health and well-being of people across the United States and around the world.

“We are so fortunate to have identified Shellie as our new CEO,” shared Linda Crossett, RMC Health board chair. “Shellie brings a wealth of experience, energy, and passion to our organization. We look forward to our future under Shellie’s leadership and growing our mission to help students of every background and identity live their best lives.”

In her role as CEO, Pfohl will be responsible for providing the organization’s overall leadership, strategic direction, and management to support RMC Health’s mission. She will also oversee financial management, administrative operations, and programs, as well as fund development efforts for the organization.

“It’s an honor to join the dynamic RMC Health team,” said Pfohl. “I can think of no more important mission than supporting the well-being of young people and those school wellness champions who serve them. I look forward to bringing my passion and leadership to expand RMC Health’s impact.”

Pfohl joins RMC Health with over 30 years of experience leading various organizations in the areas of physical fitness and nutrition, health and physical education, sport integrity, safeguarding athletes, sport and social change, female empowerment, and health equity.

Notably, Shellie was appointed by President Barack Obama as Executive Director of the President’s Council on Fitness, Sports and Nutrition. She was responsible for developing the vision, strategy and goals of the Council and directing the organization’s daily operations. In addition, Shellie led the Council’s efforts to support First Lady Michelle Obama’s *Let’s Move!* initiative to solve the childhood obesity epidemic within a generation, including the development of *Let’s Move!* Active Schools. Shellie has also served in leadership roles for several state, national and international organizations, and agencies focused on physical activity, nutrition, health, athlete safety, and fitness technology. At Be Active North Carolina, Pfohl oversaw the Healthy Active Children training of over 50,000 classroom teachers in North Carolina, the largest in state history.

Shellie received her bachelor’s degree in Community Health Education from the University of

Northern Iowa and a master's degree in Exercise Physiology/Fitness Leadership from Northern Illinois University. She earned a certification in Nonprofit Management from Duke University. Most recently, Shellie completed the Women in Sports and Events Executive Leadership Institute at Dartmouth's Tuck School of Business. Pfohl will join RMC Health on Monday, June 14.

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**About [RMC Health](#)**

For more than four decades, RMC Health has facilitated professional learning and capacity-building that empowers champions for healthy young people. RMC Health effectively prepares school and public health staff to collaboratively implement proven approaches for promoting healthy students and schools and to work better together. RMC is a leader in its field, trusted to share best practices and to spearhead conversations and collaboration with partner organizations across the state and nation.