COMMUNICATIONS



REIGN FC AND SOUNDERS FC ADD MINORITY OWNER CHEE CHEW TO EXECUTIVE TEAM AS CHIEF TECHNOLOGY & TRANSFORMATION OFFICER

Longtime technology executive and member of the ownership group leads how both clubs use technology, data and AI; Chew brings more than 30 years of leadership at Microsoft, Google, Amazon, Twilio and Zapier

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RENTON, WASH. – Reign FC and Sounders FC today announced that minority owner **Chee Chew** has joined the organization as **Chief Technology & Transformation Officer**, leading how both clubs use technology, data and AI. A member of the Sounders FC ownership group since 2019, Chew brings more than 30 years of technology leadership at Microsoft, Google, Amazon, Twilio and most recently Zapier, and reports to Majority Owner Adrian Hanauer.

“Chee and his family have been valued members of our ownership group since 2019. His knowledge of and passion for the Sounders and Reign, allow him to hit the ground running,” said **Hanauer**. “His experience leading teams through major shifts in technology gives us a unique opportunity to strengthen both the soccer and business sides of our organization.”

MEDIA RESOURCES

PHOTOS – CHEW HEADSHOTS FOR EDITORIAL USE

In his new role, Chew partners with leaders and teams across both clubs to strengthen how the organization uses technology, data and AI, giving staff better tools and information while creating more time for the decisions and relationships that move the business forward.

“As an owner, I’ve seen firsthand what the Sounders and Reign mean to this community, and I’m excited to now join the people who work on behalf of these clubs every day,” said **Chew**. “Everything we do with technology, data and AI comes back to two goals: creating a better experience for our fans, in the stadium and wherever they follow our clubs, and helping our teams compete for trophies. Making our organization work smarter is how we get there.”

Chew most recently served as Chief Product and Technology Officer at Zapier, after joining customer data platform mParticle as Chief Product Officer in 2021. As Chief Product Officer at Twilio from 2019 to 2021, he oversaw the company’s product roadmap and a number of acquisitions and investments, including the $3.2 billion purchase of Segment. At Amazon, he was Vice President of Consumer Engagement, overseeing Amazon Reviews, Wishlists, personalization, direct marketing and mobile shopping, along with Amazon’s Global IT team. Before Amazon, Chew served as Vice President of Engineering at Google, where he was responsible for real-time communications, including Google Voice and Google Hangouts, which grew out of his team, and played a key role in Chrome and Chromecast. He also served as site lead for Google’s Seattle and Kirkland offices, one of the company’s largest engineering hubs outside Mountain View. He began his career with 14 years at Microsoft, working on the Windows 95 Start menu and taskbar, Internet Explorer, mobile devices and Xbox Live, and rising to general manager. Chew earned his bachelor’s and master’s degrees in computer science from MIT.

Chew serves on the Board of Trustees at Olin College of Engineering and the board of Divisions Maintenance Group. Chew and his wife, Christine, joined the Sounders FC ownership group in 2019 as part of a group of 11 families with direct ties to Seattle. The couple has lived in the Seattle area since 1993.

Reign FC and Sounders FC continue to keep their own distinct identities, brands and leadership, with both clubs operating under a shared business enterprise since 2024.

ABOUT SEATTLE REIGN FC

Seattle Reign FC was established in 2012 as a founding member of the National Women's Soccer League. The NWSL is widely considered to be the most competitive women's professional soccer league in the world. Since the inaugural season in 2013, the club captured the NWSL Shield three times, while making three appearances in the NWSL Championship and eight appearances in the NWSL postseason. Reign FC plays its home matches at Lumen Field in Seattle, Washington and trains at Starfire Sports Complex in Tukwila, Washington.

– REIGN FC –

