



Holly Rowe will serve as the keynote speaker for the 2026 TACRAO Annual Conference in Houston, where our theme is “Energizing the Higher Ed Community.” For more than 25 years, Rowe has brought energy, authenticity and passion to her work in sports broadcasting, while her personal journey has demonstrated remarkable resilience and purpose in the face of extraordinary challenges. Through her experiences in sports, broadcasting, advocacy and life, Rowe offers a powerful perspective on resilience, authenticity, connection, joy and finding the energy to continue moving forward. We are thrilled to welcome Holly to TACRAO and look forward to hearing her story and learning from her experiences!

Rowe celebrates more than 25 years as one of ESPN’s most versatile commentators. Covering a wide variety of sports for ESPN, Rowe joined the network full time in August 1998 after appearing on select ESPN telecasts in 1997 and ABC Sports in 1995-96. Rowe is a reporter on a number of high-profile events and programming – ABC *Saturday Night Football*, NCAA Women’s Final Four, NCAA Women’s College World Series, NCAA indoor and beach volleyball national championships and the WNBA. Rowe has also provided play-by-play commentary for women’s college basketball, softball, volleyball and gymnastics, as well as covering soccer, swimming, track & field and the Little League World Series of baseball and softball for ESPN.

Rowe won the 2022 Sports Emmy for Outstanding Personality/Reporter and was the 2022 recipient of the Mel Greenberg National Media Award from the Women’s Basketball Coaches Association. In 2023, Rowe was named the Curt Gowdy Electronic Media Award Winner by the Naismith Memorial Basketball Hall of Fame, an honor recognizing her outstanding contributions to basketball through electronic media. She was also nominated for Sports Emmys in 2023 and 2024. In 2025, Rowe was inducted into the Utah Sports Hall of Fame as a member of its Class of 2025.

Rowe has also provided play-by-play for women’s college basketball and women’s college volleyball for Fox Sports from 1993-2003. She was one of four play-by-play announcers on ESPN’s coverage of the 1998 Women’s World Cup, and has hosted ESPN’s coverage of the Running of the Bulls. She was also the analyst for the WNBA’s Utah Starzz until the franchise moved to San Antonio. Rowe served as the play-by-play voice for BYU women’s basketball, volleyball and gymnastics from 1993-2009 and as a BYU and Air Force football sideline reporter for the Blue and White Sports Network from 1993-97. Rowe has worked as a sports reporter and anchor for outlets in Salt Lake City including KSL Radio, Fox 13 TV, KBYU TV, BYU Sports Network and KFNZ Radio. The award-winning Rowe is a producer and writer of documentaries and features that have aired on KBYU TV, FOX 13 TV in Salt Lake City, and ESPN.

She graduated from the University of Utah with a broadcast journalism degree. While at Utah, Rowe was a sportswriter for the *Daily Utah Chronicle* and the *Davis County Clipper*, and anchored the campus TV station news.

In 2026, Rowe joined the ownership group of LOVB San Francisco, the Bay Area expansion team of League One Volleyball, bringing her experience and passion for volleyball to a new role within the professional sport.

Rowe has also been open about her battle with Stage IV metastatic melanoma, using her experience to become a tireless advocate for cancer research and prevention. During her cancer journey, she began keeping a daily joy journal to focus on the small moments that brought happiness and gratitude. That experience inspired her to found the Joy+Us Foundation, a nonprofit created to spark joy in the lives of those who need it most. Through meaningful experiences, community connections and special opportunities, Joy+Us brings moments of happiness to individuals, families and teams facing difficult circumstances. Among its initiatives is the Alex Wilcox Memorial Scholarship, honoring the former Mississippi State softball player who chose joy and continued to inspire others throughout her battle with ovarian cancer. The scholarship supports students who embody Alex’s spirit of resilience, compassion, perseverance and joy.