

Cliff Dochterman

Summary of Experience

Principal	WHALE ROCK MANAGEMENT, LLC.	1990 - Present
Director of Intercollegiate Athletics, Club Sports, and Intramurals	UNIVERSITY OF CALIFORNIA, Santa Cruz	2014 to 2017
Senior Vice President, Chief Operating Officer	PARAMOUNT GROUP	2009 to 2014
Director of Corporate & Foundation Relations, Athletics Development	CALIFORNIA STATE UNIVERSITY, San Bernardino	2011 to 2013
Vice President for Team Operations	UNITED STATES FOOTBALL LEAGUE	2009 to 2010
Team President	NATIONAL BASKETBALL ASSOCIATION ANAHEIM ARSENAL, NBA Development League	2007 to 2009
Senior Associate Athletics Director, External Affairs & Chief of Staff	UNIVERSITY OF CALIFORNIA, Riverside	1996 to 2007
Executive Director	WOMEN'S NATIONAL INVITATIONAL BASKETBALL TOURNAMENT	1994 to 1996
League Vice President, Team General Manager	TEXAS-LOUISIANA PROFESSIONAL BASEBALL, AMARILLO DILLAS & LUBBOCK CRICKETS	1993 to 1996
Assistant General Manager	SACRAMENTO SURGE NFL World League	1990 to 1993
Vice President, Sales & Marketing	SAN DIEGO SOCKERS, MISL Major Indoor Soccer League	1990
Senior Associate Athletics Director, External Affairs	UNIVERSITY OF CALIFORNIA, Santa Barbara	1987 to 1990
Director of Football Operations	UNIVERSITY OF MICHIGAN	1985 to 1987
Assistant Football Coach & Operations Assistant (DFO)	UNIVERSITY OF THE PACIFIC	1982 to 1985
Sales Manager	PACIFIC STEREO	1981 to 1985

Qualifications

Organizational and Financial Leadership

- *High energy, fast track, senior level professional, who thrives on the challenges and opportunities to build dynamic sports organizations. High powered, values-based, leader and mentor with a strong track record in organization revitalization and start-up operations. Proven ability to combine analytical and strategic planning skills, with outstanding business development and marketing expertise, to evolve businesses into successful, thriving, championship-caliber organizations.*
- *Served in senior leadership roles in intercollegiate athletics, professional sports, and the private sector for 35+ years.*
- *Experience in leading every aspect of a sports organization: revenue generation; coaching; business and finance including full P&L responsibility; event management; development; student services; design & construction; and organizational development.*

- *Strong reputation for salvaging or revitalizing struggling organizations, and leading start-up operations.*
- *Solid values-based leader who creates strong operating cultures, effective operational and financial models, and activates successful organizations.*
- *Experienced operative with C Level Executives, business owners, and political leadership.*
- *Very successful in reenergizing current staff, and selecting new leadership and coaches.*
- *Strong financial leadership resulting to balanced budgets, and value-engineered projects. Very adept at working within oppressive budgetary constraints and developing new or expanded revenue streams. Managed 16 consecutive balanced budgets in the University of California System. Managed multi-faceted annual budgets ranging from \$1million to over \$260 million.*

Institutional Advancement and Marketing

- *Award winning, national leader in the areas of institutional advancement including the development of comprehensive marketing and sales programs. Created victorious campaigns and projects for marketing, public relations, branding, sponsorship, advertising, tickets sales, annual fund, capital campaigns, and endowments for non-profit organizations, intercollegiate and professional sports teams.*
- *Directed all Institutional Advancement Operations and Revenue Generation for the University of California at Santa Barbara and Riverside, and Cal State San Bernardino. Served as the athletics department conduit to the University Advancement and Development Offices at UC Santa Barbara, UC Riverside, Cal State San Bernardino, and the University of the Pacific. Nationally recognized expert in the creation and operation of "team concept" fund raising programs.*
- *Fifteen years of service as an Executive Director of the UCR Athletics Association Foundation, Arsenal Community Foundation, UCSB Gaucho Athletics Association Foundation, Sacramento SURGE Community Foundation, Amarillo Dillas Charitable Foundation, San Diego Sockers, Coyote Athletics Association at Cal State San Bernardino, in addition to service as a member of dozens of other non-profit boards. Accomplished leader of diverse groups of volunteer leadership, community organizations, and Boards of Directors. Effective leader in the development of leadership models, training programs, and volunteer activation programs for non-profits or regional based charities.*
- *Orchestrated 13 campaigns for student fee referendums to support athletics program. 12-1 winning record in these campaigns.*
- *Served as a consultant to 48 professional teams and leagues, and 39 intercollegiate athletics programs in the area of start-up or revitalization operations, public relations, media sponsorship, ticket sales, fundraising, or other revenue generation projects.*
- *Led the World League in sponsorship revenue and net profit during each season. Established the largest local team sponsorship, a \$335,000 annual grocery vendor package. Developed a \$2.9 million dollar media trade package with 17 media outlets to merchandise sponsorship packages. Recruited and trained all sales and operations staff. The first ever to place advertising on goalpost nets. Developed the "team concept" SURGE ON Generals community support group with over 3,600 accounts, 24,500 season tickets, hospitality and a booster club benefits packages. Led all North American teams in attendance.*
- *In San Diego: Developed season and group ticket sales program, new local radio and television broadcast packages, and promotions program for the World Champions of professional indoor soccer, playing in the Major Indoor Soccer League (MISL). The program led the League in attendance with 4,760 season tickets and over 3,200 per night average group tickets, a total nightly average paid attendance of 9,374 fans.*
- *As a marketer: led the World League, Major Indoor Soccer League, Texas-Louisiana League, and California Collegiate Athletics Association in attendance. Part of the Sacramento SURGE: World League Champion and "Franchise of the Year" in 1992, and was the Texas-Louisiana League "Executive of the Year" in 1994 and 1995. Selected by the West Texas Sports Hall of Fame as the 1995 "Sportsman of the Year" and was featured in an INC. Magazine article as a top sports entrepreneur.*
- *Creative leader in the area of the development of new branding and trademark campaigns. Supervised league, university, and team implementation of new campaigns and branding programs.*

Development and Fund Raising

- *Recruited and trained a diversified Board of Directors; developed the "Team Concept Method" annual fund drive; an expanded donor benefits package and priority seating program; created an endowment and planned giving program; and sport-specific booster organizations; special fund raising events; and established a capital campaign for new athletics facilities at UC Santa Barbara, UC Riverside, Cal State San Bernardino.*

- *Played key leadership roles developing and leading athletics portions of University-wide capital campaigns of \$200 million at UC Riverside, \$150 million at UC Santa Barbara, and an exclusive athletics campaigns of \$21 million at Cal State San Bernardino and \$27 million at UC Santa Cruz. Personal career fund raising totals top \$130 million.*
- *At UC Riverside: Created the UCR Athletics Association recruited a very productive Board of Directors and implemented the "Team Concept" of Athletics Fund Raising. Set nine consecutive annual fund raising records. Increased the annual donor base from 67 to 1897 donors, annual gifts 37-fold to \$1.6 million per year. Developed the Braveheart Auction & Food Festival, the largest fund raising gala in the region, generating over \$350,000 per year. Created an Endowment Program of nearly \$7 million. Developed new facilities via a capital campaign to build new offices, a softball park, soccer stadium, and locker room renovations.*
- *At UC Santa Barbara: Directed the external affairs programs which resulted in the UCSB athletic program's three most successful fiscal years up to that point, as the annual fund was increased 387% and sponsorships and advertising sales grew 514%, basketball season tickets increased over fifteen-fold, and attendance reached arena capacity 29 straight times. As the Executive Director of the UCSB Athletics Associates Foundation, we instituted the team concept method annual fund drive and the "Thunder Dome" basketball marketing campaign which included priority seating; an expanded donor benefits package; and sport specific booster organizations resulting in three new annual fund raising records. Developed ticketing, sponsorship, and media programs for all sports.*

Sponsorship, Advertising, Promotions, Broadcasting, and Ticket Sales

- *Dramatically evolved the sales and service operations by developing sales programs to sell: single, season and group tickets; print advertising; signage; promotions and premium items; radio and television broadcast packages; and sponsorships.*
- *Designed a new multi-dimensional marketing program for a University-wide Corporate Partners program at UC Riverside and Cal State San Bernardino. Personal career sponsorship sales exceed \$58 million.*
- *Progressive visionary in the creation of multi-media campaigns, including radio, television, print, and the latest electronic systems utilizing CRM and social media applications. Successful builder of radio and television networks. Established the Highlander Sports Network for the live radio and television broadcast of men's and women's basketball, women's volleyball and baseball throughout the Los Angeles basin. The television network reached 4.7 million cable homes and was available nationwide via satellite. Also launched a new cable channel, UCTV, for the University's distance learning, training, and sports coverage. Recognized for creative entrepreneurial approaches to the development and maximization of revenue streams.*
- *At UC Riverside: Generated sponsorship, which grew to nearly \$1.3 million per year in cash and \$1.9 million in goods, services, and media. Developed the campus-wide soft drink sponsorship, which was at the time the largest college campus soft drink sponsorship package in California State history. Lead the California Collegiate Athletics Association in Attendance prior to the move to NCAA Division I. Selected by the National Association of Collegiate Marketing Administrators as the "National Marketer of the Year" in 2001.*
- *At UC Santa Barbara: Directed the external affairs programs which resulted in the UCSB athletic program's two most successful fiscal years up to that point, as sponsorships and advertising sales grew 514%, and the average nightly attendance was increased from 1,051 to arena capacity 6,850 per game. After three games, every game was sold out for the next three years.*
- *In Amarillo: Directed all revenue operations of the Dillas who led the League in attendance, ticket and sponsorship revenue, and profitability in both seasons. Also led the Lubbock franchise that was second in each of these categories in their expansion year of 1995. The team averaged paid in-house attendance of 3,611 in 1994, and 3,897 in 1995. Set a stadium record of 7,911 paid, in-house on July 3, 1994. Set League records for sponsorship sales with 1995 with \$1.1 million and \$1.3 million in 1996. The Dillas and Crickets were the only two teams in the League to post a profit in their first two seasons. Pre-season ticket and sponsorship sales, for the 1996 season once again set a League, which insured the two teams were in the black for the season, before their season openers.*
- *In Sacramento: Managed the sponsorship and ticket sales operations, as the SURGE led the World League in ordered merchandise, and developed retail sales systems, while creating aggressive venue and mail order sales programs.*
- *Outstanding communication, negotiating, public speaking, and presentation skills.*

Additional Game Management, Concert, & Special Event Promotions

- *Game management staff for mega events: 1988, 89, 90 NCAA Final Fours; 1991, 92, 93 Super Bowls; and the 2008 & 2009; NBA All Star Game & Fan Fest.*
- *Supported the Big West and Pac-10 Basketball Tournaments operations, as well as the CIF Basketball Championships from 2001 to 2009.*

- Served as the Executive Director of the WNIT Basketball Tournament in 1994-1996.
- Produced all marketing and logistical elements of concerts and comedy events featuring: Phil Collins and Genesis, Neil McCoy and Faith Hill, Chicago, Kenny Loggins and Michael McDonald, Third Eye Blind, Smashing Pumpkins, Gatlin Brothers, Big Bad Voodoo Daddy, Ambrosia, and John Ford Coley. Bill Engvall, George Lindsey, and Gallagher. Created the top wine and food festival in the Inland Empire. Recruited dozens of events, concerts, theatrical filming, and tournaments to use the University of California campus, including the large Inland Empire Jazz Festival. Coordinated campus operations to support outside promoters use of the campus.

Professional Positions

Principal

WHALE ROCK MANAGEMENT, LLC., Riverside, CA

1990- Present

Whale Rock is a diversified consulting group that specializes in building dynamic business structures and operating models for mid-sized business ventures and minor league sports operations. Professional services: create business infrastructures, due diligence projects, valuations, transactions, staffing, sales training, lease negotiations, marketing and sales campaigns, social media platforms and campaigns, branding and licensing programs, special event management, feasibility studies, facility programming, media rights and broadcast networks, etc. The group also supports college athletics in the same services, as well as fund raising training, campaign development, staff selection, policy manuals, event management, and strategic planning. Due to the confidential nature of consulting projects, many clients are not disclosed, however the following is a sample of clients from the past 27 years of work.

College Athletics - Kraft Fight Hunger Bowl; Cal State Bakersfield; University of California, Davis; Cal Baptist University; University of the Pacific; Fresno State University; St. Cloud State University; San Jose State University; Sacramento State University; Texas Tech University; Abilene Christian University; University of Southern Colorado; West Texas A&M, University of San Francisco, Chico State University.

University Administration – University of California, Riverside Bourns College of Engineering, Winston Chung Global Energy Center.

Professional Football - World League of American Football; New England Patriots; Los Angeles Raiders; New Orleans Saints; Detroit Lions; United States Football League; All-America Football League; San Antonio Riders; Major League Football; Birmingham Fire; New York – New Jersey Knights; Spring Football League

Professional Hockey - Western Professional Hockey League; Amarillo Gorillas; Odessa Jackalopes, San Francisco Bulls; Amarillo Rattlers

Professional Basketball - Sacramento Kings; Los Angeles Sparks, Bakersfield Jam, Continental Basketball Association

Professional Baseball - Mobile Bay Sharks; Lahania Whalers; Abilene Prairie Dogs; Pueblo Big Horns; Rio Grande Valley White Wings; Stockton Ports; Modesto A's; Tacoma Rainiers; El Paso Diablos; Helena Brewers; AT&T Pacific Bell; San Antonio Tejanos; Alexandria Aces; Corpus Christi Barracudas; Beaumont Bullfrogs; Tyler Wildcatters; Rochester Red Wings.

Private Sector and Community Based - Miller Brewing Company; Adidas; PepsiCo; United Way; High 5 America Foundation; Sacramento Sports Commission; Washburn Financial; Jack Kemp's "Campaign For A New Agenda" Political Action Group; Boy Scouts of America; Smart Circle; Clark Pest Control; Russo-Marsh & Associates; Good Guys Audio-Video; KHIZ Television.

Director of Intercollegiate Athletics, Club Sports, and Intramurals

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

2014 to 2017

This position was dedicated to creating the infrastructure, operating models, and financial structure to stabilize the UC Santa Cruz Athletics Program, however despite success, the University eliminated the Athletics Director and other administrative positions and is discontinuing NCAA Athletics. Responsible for the overall direction of a program which includes 15 NCAA Sports, 48 Club Sports, and an Intramural Program with over 4,500 unique users.

- Created a new operating and philosophical culture, while reorganizing the business operations, resource models, staffing, and financial structure.
- Restructured compensation models and contracts, competition agreements, and annual operating budgets. Created a zero-based budget model for the stabilization of programs and to control spending.
- Reassessed the gender equity and compliance situation, implementing new monitoring and compliance strategies, while evolving the University's approach to a more balanced program. The program became a model of gender equity, as well as special programs. Became the first program in the west to successfully integrate transgender students into that athletics program. Created a safe environment for LGBTQ students to participate in athletics.

- Led the transformation that led eight different sports to multiple NCAA Post-season competitions, compared to zero the year prior to my arrival. This transformation has also produced three National Coach of the Year and four Conference Coach of the Year honorees.
- Hired new Head Coaches in Men's and Women's Volleyball, Men's and Women's Cross Country, Men's and Women's Tennis, Men's and Women's Track & Field.
- Secured Conference Membership for UCSC Women's sports to compete in the Great South Athletics Conference
- Developed a new long-range facilities plan and financing model for the construction of a multi-purpose stadium, field house, sports medicine, practice gym, and strength & conditioning facility. This \$26 million project was nearly totally funded, and construction was scheduled to begin next academic year, however with my departure, the gift was receded by the donor.
- Created the infrastructure and successful strategic campaign for a major student fee referendum of \$4.4 million in annual operational support, scholarships, and facilities.
- Coordinated the recent NCAA Certification Process.
- Developed new student services and discipline program, which included expanded academic support, counseling, and drug testing programs.
- Revitalized the academic support system for Athletics, which resulted in 180 All-Academic honorees, including 67 with 3.5+ GPAs, 71% of all student-athletes with a 3.0+ GPA, and a total department GPA of 3.36 during this past academic year, compared to 3.12 GPA prior to my arrival.
- Following a mid-season personnel action, took over the failing team as the interim Head Women's Volleyball Coach, posting a 5-0 record, Great South Athletics Conference Championship, and berth in the NCAA Volleyball Tournament.
- Added Women's Sand Volleyball and Men's Track and Field programs.
- Reorganized and prioritized the Club Sports Program, adding 9 more Clubs to make it the largest Club Sport operation in the University of California System with 48 clubs.
- Served on the University of California system-wide Sexual Assault and Domestic Violence Taskforce, the UCSC Demonstration Observation Team, and the UC Police Advisory Board.
- Developed a new branding and licensing program for Athletics, Recreation, and Sports Clubs, in conjunction with the University. New trademarks, images, and revenue generating channels have been developed.

Senior Vice President, Chief Operating Officer

PARAMOUNT GROUP, Irvine, CA

2009 to 2014

The Paramount Group is an international holding company specializing in the mergers & acquisitions, financial instruments, private placement investments, and international business consulting ventures. The Organization is comprised of eleven companies, with offices in Hong Kong, London, Sydney, and Zurich, however this position is based in the World Headquarters in Irvine, California. I returned to this fulltime position at the Paramount Group, after a two-year leave to lead the Cal State San Bernardino project.

- Directed the strategic planning, business operations, project management of the International Business Consulting, Commercial Real Estate, and Sports Business Divisions, with a personal specialization in the start-up of new ventures or revitalization of existing business entities.
- Responsible for the development of business models, marketing programs, investor relations, and operational solutions for domestic and international clients. Managed all sales presentations and branding programs for each of the corporate entities under the Paramount Group umbrella.
- Created Paramount Properties LLC, a commercial real estate investment and management organization with a specialization in multifamily and student housing. Responsible for the identification and qualification of deals, matching to potential investors, and led acquisition of properties.
- Established Dynasty Global Ltd, an international investment platform for domestic clients to invest in foreign projects.
- Built IUSA LLC, an innovative company that provided foreign investors with the opportunity to be part of the United States Department of Homeland Security's Citizenship and Immigration Service EB-5 and related Programs via investment in businesses in the United States. Responsible for the identification and qualification of deals, matching to potential investors, development of business structures, led acquisition of properties, while stewarding clients through the US Immigration Program.
- Established a Sports Business Division that facilitated the development of investment groups for minor league sports franchises, sports leagues, and major league teams. Developed business models and entities while leading the acquisition of sports properties. Also managed the sports consulting practice, which supported team financial modeling, business improvements, and marketing programs.

- Under the Sports Business Division, managed a project for the New USFL that was a new, single entity, professional football league, was scheduled to begin play in 2011, as well as developed an ownership group for the purchase of and NBA franchise. Held the title the Vice President for Team Operations of the USFL, while still serving as the Senior Vice President of the Paramount Group.

Director of Corporate & Foundation Relations, Athletics Development

CALIFORNIA STATE UNIVERSITY, San Bernardino, CA

2011 to 2013

This hybrid University Advancement position had the mission of building a campus-wide Corporate and Foundation Relations Program, as well as overhauling the Intercollegiate Athletics Development Program. I held this position, while on a temporary leave of absence from the Paramount Group.

- Designed a new multi-dimensional marketing program for a University-wide Corporate Partners program. Charged with creating a specialized model to unify the various Colleges' affiliate groups and giving programs, solicitation cycles, recognition programs, licensing, and intellectual properties.
- Developed the framework for a \$21 million capital campaign for a new sports complex for intercollegiate athletics and intramurals. Developed a new facility master plan, which includes an architectural program for the construction of a new soccer and track & field stadium, field house, weight room, sports medicine facility, softball park, swimming pool, supporting buildings, and eight additional athletics fields.
- Designed functional financing models that incorporated a combination of philanthropic support and alternative financing for the construction of University facilities via public-private partnership and foreign investment. This project was to be the centerpiece of the new capital campaign for the campus.
- Revived the Coyote Athletics Association structure, annual giving programs, and Board of Directors. Served as the Executive Director of the Association. Revitalized the organization structure, recruited and trained new Board Members, while developing sport specific booster clubs for each sport. Annual revenue was increased by 94% during this period.
- Managed the hosting and operation of the NCAA Regional Championships and National Championship Tournaments for Women's Volleyball.
- Developed new revenue generation models and funding sources, including the recruitment and operation of the UCLA Football Fall Training Camp, as well as new sponsorship strategies for the Department of Athletics. Personally served as the Training Camp Director for the UCLA Football Training Camp.

Vice President for Team Operations

UNITED STATES FOOTBALL LEAGUE

2009 to 2010

The USFL was a new, single entity, professional football league, which was scheduled to begin play in 2011. However after a year of development, the ownership group could not secure the final funding to launch the League.

- Developed investor packages for the solicitation of venture capital and financial projections for League and franchise operations.
- Created team business and marketing infrastructure: facilities; financial systems and budgeting; and local team marketing and sales start-up operations for the League. Developed League operating policies and procedures, policy manuals, contracts, and master start-up plan. Facilitated staff selection.

Team President

NATIONAL BASKETBALL ASSOCIATION,

NBA DEVELOPMENT LEAGUE, ANAHEIM ARSENAL, Anaheim, CA

2007 to 2009

The Anaheim Arsenal, was a subsidiary of the National Basketball Association, and was a member of the NBA's Developmental League. The Arsenal served as the minor league affiliate of the Los Angeles Clippers, Orlando Magic, and the Atlanta Hawks.

- Reorganized the staffing model and developed a values-based operational culture for the business and basketball operations of the franchise. Successfully directed the revitalization of all operational, financial, and basketball operations for the Arsenal.
- Streamlined and value engineered the operations of the club. Reorganized the game management system for the Arsenal, including the evolution of the game experience and presentation, security, ticketing systems, merchandise sales, safety, and traffic flow efficiency. Overhauled game management customer service training for all ushers, ticket office, concessions and security staff. Renegotiated the arena lease with the City of Anaheim.
- Directed basketball operations including the hiring and management of the coaching staff; development of player personnel scouting and drafting systems; contract administration; team travel; sports medicine, and the general logistical support of the team. Recruited former NBA Head Coach, Sam Vincent to become Coach.

- Dramatically increased sales while bringing expenditures under control. Led all revenue generating activities: ticket and advertising sales, broadcast rights, internet operations, merchandise, and licensing. Early success included tripling attendance, building a radio network, and increased groups sales five-fold. Created a new promotional platform with social media and internet support. Created and served as Executive Director of the Arsenal Community Foundation to support youth sports.
- Guided the process of divesting the expansion ownership group and returning the team to the NBA. Transitioned from a team employee to the NBA staff, while maintaining the role of Team President. Managed the process of selling the team, qualified potential ownership groups, and made sales presentations to ownership groups. The team was ultimately sold and relocated to Springfield, MA, and the new Owner assumed the position of Team President.

Senior Associate Athletics Director, Chief of Staff

UNIVERSITY OF CALIFORNIA, Riverside, CA

1996 to 2007

Served as the Chief of Staff and Senior Administrative Officer for the Director of Athletics and Vice Chancellor for Administration. This was a unique position, dedicated to creating the infrastructure, operating models, and financial structure to while implement UC Riverside's move from NCAA Division II to Division I.

- Managed the financial operations and budgeting for the University of California Athletics Department. This complex budgeting process, featured revenue and expense budgets for 17 sports, over 20 different fund sources, and documentation to stand up the greatest tests of State transparency. Managed balanced budgets in all eleven years I was with the University. Directed the logistical support operations of the 17-sport program: travel, budgeting, facilities, IT, personnel, game scheduling, and leadership development.
- Responsible for the supervision of the sports of Men's and Women's Basketball, Baseball, Softball, Men's Soccer, and Volleyball. Led logistics and business operations of contingents to the NCAA Championships in the sports of Baseball, Men's and Women's Basketball. Softball, and Women's Soccer.
- Developed the strategic plan; business and operational infrastructure; secured conference affiliation; and lead UC Riverside's move to NCAA Division I.
- Constructed long-range budgets, financial models, and revenue initiatives, including a student fee referendum, to finance the move to the NCAA Division I level.
- Served as the de-facto Director of Athletics and member of the Chancellors Circle from 1996-1999 in place of a figurehead Athletics Director/Head Basketball Coach. Managed the business affairs, personnel, and logistical operations for the Department during the move to the Division I level.
- Developed the strategic plan and lobbying effort to secure membership in the Big West Conference. Led the Steering Committee for the NCAA Certification of the program.
- Directed all external affairs and revenue generating operations, as well as served as the Executive Director of the UCR Athletics Association Foundation.
- Recruited and trained a diversified Board of Directors; developed the "Team Concept Method" annual fund drive; an expanded donor benefits package and priority seating program; created a endowment and planned giving program; and sport-specific booster organizations; special fund raising events; and established a capital campaign for new athletics facilities.
- Served as the athletics department conduit to the University Advancement and Development Office. Increased the annual donor base from 67 to 1897 donors, annual gifts 37-fold to \$1.6 million. Developed CRM marketing program, and a frequent fan programs. Played a key role in the development of a University-wide capital campaign of \$200 million.
- Dramatically evolved the sales and service operations by developing sales programs to sell: single, season and group tickets; print advertising; signage; promotions and premium items; radio and television broadcast packages; and sponsorships. Generated sponsorship, which grew to nearly \$1.3 million per year in cash and \$1.9 million in goods, services, and media.
- Developed a \$10 million campus-wide soft drink sponsorship, which was at the time the largest college campus soft drink sponsorship package in California State history.
- Recognized by the National Association of Collegiate Marketing Administrators as the "National Marketer of the Year". Served as the Vice President of the NACMA.
- Established the Highlander Sports Network for the live radio and television broadcast of men's and women's basketball, women's volleyball and baseball throughout the Los Angeles basin. The television network reached 4.7 million cable homes and was available nationwide via satellite. Also launched a new cable channel, UCTV, for the University's distance learning, training, and sports coverage.

- Established a new institutional identity and licensing program for Athletics and the Campus, including a new series of logos and trademarks, branding campaign, and licensing programs for the entire University. Led the Campus Marketing and Brand Identity Task Force.
- Facilitated the Athletics Facilities Master Plan; including the programming, design, and construction of new administrative offices, a softball park, tennis complex, and soccer stadiums at the University of California. Managed the renovation of the baseball park and track & field stadium.
- Extensive background in RFP's, bidding, and various design build and project management models. Developed an architectural program and financing strategy for the construction of a 12,000 seat multi-purpose arena and recreation facility. The mixed-use commercial facility included a private/public partnership, as well as a philanthropic component. However, the facility was not built following my departure from the University.
- Facilitated the development of all operational policies and procedures for cash handling, and special event operations.
- Directed all game management and logistical operations including: event staging, staffing, ticketing, and concession operations. Led a staff of 56.
- Department liaison with various campus constituencies: including the Associated Students and the various campus support units.

Executive Director

WOMEN'S NATIONAL INVITATIONAL BASKETBALL TOURNAMENT, Amarillo, TX

1994 to 1996

Served as the Executive Director of the annual Tournament that was started and held in Amarillo until the modern day Tournament was purchased and moved by the NCAA. Managed this tournament in addition to my position with the Texas Louisiana League.

- Facilitated the local organizing committee, selected teams, secured travel arrangements, orchestrated welcome banquet, awards, etc.
- Responsible for all revenue production for the tournament. Developed marketing and sales strategies for the sale of tickets and sponsorships. Generated an operating profit during each year.
- Developed tournament operations plan and produced all basketball elements of the tournament. Developed media distribution packages and produced radio and television content of the tournament.

League Vice President, Team General Manager

TEXAS-LOUISIANA PROFESSIONAL BASEBALL, AMARILLO DILLAS & LUBBOCK CRICKETS, Amarillo, TX

1993 to 1996

This position initially served as the General Manager of the Amarillo Dillas and consultant to other teams in the League, however the position grew to include supervision of the expansion Lubbock Crickets, and an eventual promotion to League Vice President. As League Vice President, I supervised the operations of all ten League owned franchises.

- Coordinated the independent AA level League's sponsorship and advertising program, as well as performed sales training for all teams.
- Duplicated all Amarillo start-up operations to establish and manage the first season operations of the League's Champion, Lubbock Crickets. Developed a values-based operational culture while directing the business and baseball operations of the franchises.
- Led an Amarillo staff that was twice selected as "Franchise of the Year". Received individual recognition as "League Executive of the Year" in 1994 and 1995. Selected by the West Texas Sports Hall of Fame as the "Sportsman of the Year."
- The Dillas led the League in attendance in both seasons, while Lubbock was second in their expansion year of 1995. Led the League in attendance, sponsorship, gross revenue, and net profit in 1994 and 1995. The team averaged paid in-house attendance of 3,611 in 1994, and 3,897 in 1995. Set a stadium record of 7,911 paid, in-house on July 3, 1994.
- Set League records for sponsorship sales with 1995 with \$1.1 million and \$1.3 million in 1996.
- The Dillas and Crickets were the only two teams in the League to post a profit in their first two seasons. Pre-season ticket and sponsorship sales, for the 1996 season once again set a League, which insured the team would be profitable for the season prior to the season opener. After taking over the role of Vice President, all teams moved into the black.
- As a non-affiliated, independent team, I directed all baseball operations including the hiring and management of the coaching staff; development of player personnel scouting and drafting systems; contract negotiations and salary cap administration; team travel; and the general logistical support of the team. Teams combined for .739 winning

percentage over two years. Developed player development contracts with the Cleveland Indians and the Anaheim Angels for a portion of the team's rosters.

- Created the Dillas Community Foundation, and served as the Executive Director of the non-profit Foundation which provided community programming and support to youth sports organizations.
- Hosted the 1994 Texas-Louisiana League All-Star game, which attracted a paid attendance of 6,914.
- Directed the renovation of the condemned Potter County Memorial Stadium. Personally led the construction teams to rewire, plumb, paint, and reseat the entire ballpark. The project included total replacement of seating, construction of two new grandstands, playing surface, locker rooms, concession stands, and a picnic area, increasing capacity from 5,100 to 7,500 seats. Recruited community volunteer work force to work along side prison labor to overhaul the facility. Completed over \$3 million in renovations for \$260,000 in cash by securing materials, supplies, and labor via trade-outs and donations.
- Served as the League conduit to various University and municipalities during the leasing, construction, and operation processes. Negotiated ballpark leases for all teams in the Texas-Louisiana League. Coordinated the financing, design, and expansion of the ballparks at Texas Tech, Abilene Christian University, University of Southern Colorado, and the cities of Tyler, TX and Alexandria, LA to be used as the homes of League teams.
- Designed and implemented a customer service training program for all Texas-Louisiana League and team leadership. Provided additional training for all team game management staff for the Amarillo, Abilene, Lubbock, Pueblo, and Alexandria teams.
- Served as the Executive Director of the Women's National Invitational Tournament (WNIT) Basketball Tournament held in Amarillo, during the 1995 & 96 seasons. Coordinated all team selections, logistics, marketing, and game management.

ASSISTANT GENERAL MANAGER

NFL WORLD LEAGUE, SACRAMENTO SURGE FOOTBALL CLUB, SACRAMENTO, CA

1990 TO 1993

This position served as the General Manager's conduit to the areas of football operations, marketing, game operations, and the general business operations of the World League of American Football franchise. Developed the franchise start-up and operations plans for the NFL owned SURGE.

- Directed business affairs of the team including: financial operations; ticket office; concessions and merchandise; game operations; team medical; equipment; security; and video departments. Negotiated franchise operations agreements including: stadium and training facility leases: and team travel agreements. The SURGE Organization achieved tremendous success including a 1992 World League Championship and the World League "Franchise of the Year" Award. Led a fulltime staff of 19.
- Supported the General Manager and Head Coach in the areas of football staff selection, player personnel issues of player evaluation, player transactions, and immigration and naturalization processes. Handled the release of all players. Directed all aspects of pre-season training camps including transportation, lodging, practice facilities, equipment, food services, and security. Coordinated all domestic and international team travel, security, and logistics.
- Managed the sponsorship and ticket sales operations, as the SURGE led the World League in sponsorship revenue and net profit during each season. Established the largest local team sponsorship, a \$335,000 annual grocery vendor package. Developed a multi-million dollar media trade package with 17 media outlets to merchandise sponsorship packages.
- Recruited and trained all sales and operations staff. The first ever to place advertising on goalpost nets. Developed the "team concept" *SURGE ON Generals* community support group with over 3,600 accounts, 24,500 season tickets, hospitality and a booster club benefits packages. Served as the Executive Director of the Surge Community Foundation.
- Facilitated the construction of a new 30,000-seat stadium at Sacramento State University's Hornet Field for the second season. Directed the programming, design, and construction of the team headquarters and training complex. The complex included practice fields, training facilities, locker rooms, a dormitory, dining hall, weight room, meeting rooms, and offices.

VICE PRESIDENT, SALES AND MARKETING

SAN DIEGO SOCKERS, SAN DIEGO, CA

1990

This position was responsible for all sales, service, and marketing functions for the World Champions of Professional Indoor Soccer and Champion of the Major Indoor Soccer League.

- Developed season and group ticket sales program, new local radio and television broadcast packages, and promotions program for the World Champions of professional indoor soccer, playing in the Major Indoor Soccer League (MISL).
- Developed the San Diego Sockers Community Foundation. Worked in support of the San Diego Sockers "Jr. Feet of Magic" youth sports organization of over 26,000 members.

- The program led the League in attendance with 4,760 season tickets and over 3,200 group ticket nightly average, and average paid attendance of 9,374 fans. Supervised all game management. Led a fulltime staff of nine.

SENIOR ASSOCIATE ATHLETICS DIRECTOR FOR EXTERNAL AFFAIRS

UNIVERSITY OF CALIFORNIA, SANTA BARBARA, CA

1987 TO 1990

The position supported the Director of Athletics, Stan Morrison, in the programmatic areas including: budgeting, scheduling, football operations, NCAA issues, personnel issues, and game management. Supported the revival of the intercollegiate football program.

- Directed the external affairs programs which resulted in the UCSB athletic program's two most successful fiscal years up to that point, as the annual fund was increased 387% and sponsorships and advertising sales grew 514%, basketball season tickets increased over fifteen-fold, and attendance reached arena capacity 29 straight games.
- As the Executive Director of the UCSB Athletics Associates Foundation, we instituted the team concept method annual fund drive and the "Thunder Dome" basketball marketing campaign which included priority seating; an expanded donor benefits package; and sport specific booster organizations. Developed ticketing, sponsorship, and media programs for all sports.
- Led logistics and business operations of contingents to the NCAA Championships in the sports of Baseball, Men's and Women's Basketball. Men's and Women's Volleyball, Football, Softball, and Women's Soccer.

DIRECTOR OF FOOTBALL OPERATIONS

UNIVERSITY OF MICHIGAN, ANN ARBOR, MI

1985 TO 1987

The position served as the football operations administrator and recruiter (now known as Director of Football Operations) under Head Football Coach, Bo Schembechler and the Michigan Football Staff.

- Coordinated the general administrative operations of the football program. Worked directly with the athletics business office regarding financial issues and team travel; admissions and academic support network; and all professional scouts. Represented the football program at various community and alumni events.
- Served as the liaison with the various campus and alumni constituencies.
- Coordinated on-campus recruiting programs: identified, evaluated, and recruited prospective student-athletes; official visits; transportation; NCAA paperwork; and the game day visit program. The recruiting program captured the title as the nation's #1 Recruiting Class in both 1986 and 1987, and the two classes were part of four Big 10 Championships during their five seasons at Michigan.
- Developed all recruiting communications including: letter campaigns, literature, videos, and promotional materials for the football program; created an aggressive walk-on program; recruited and directed the True Blues student recruiting support staff. Coordinated the spring coaches' clinics and supported largest football camp in the nation, the *Michigan Summer Camp of Champions*.
- Coordinated the programming and design process for the University of Michigan Schembechler Hall Football Operations Complex and University of Michigan Football Museum.
- The teams were 22-3-1 during this time span including a Fiesta Bowl Championship, and a Big 10 Championship with a trip to the Rose Bowl.

FOOTBALL OPERATIONS ASSISTANT (DIRECTOR OF FOOTBALL OPERATIONS)

UNIVERSITY OF THE PACIFIC, STOCKTON, CA

1982 TO 1985

This position coordinated the general administrative operations of the football program under Head Football Coach, Bob Cope, while coaching the offensive line and special teams, under the direction of Offensive Coordinator, Pete Carroll.

- Served as the team liaison with the various academic and business segments of the campus while providing support services including training camp operations, facility management, team and recruiting travel.
- Supported the recruiting coordinator by facilitating on-campus recruiting visits; identifying and evaluating prospective student-athletes; coordinated the spring coaches' clinics and all special events; film breakdown and developed a computerized scouting system.

SALES MANAGER

PACIFIC STEREO, DUBLIN, CA

1981 TO 1985

- My Pacific Stereo tenure covered several part-time stints dating back to 1981, working full-time during the off-seasons. Responsible for staffing, sales training, store merchandising, designing and implementation of special sales promotions and events, supervision of consumer credit accounts, and financial reporting. My personal retail sales ranked in the company's top 10 and averaged over \$120,000 per month.

Community and Industry Involvement

National Association of Collegiate Directors of Athletics (NACDA)
National Association of Collegiate Marketing Administrators (NACMA), Board of Directors, National Vice President
Council for Advancement and Support of Education (CASE)
American Football Coaches Association (AFCA)
Rotary Clubs of Riverside, Ann Arbor, Amarillo, Sacramento, and San Diego, Board of Directors
United Way of the Inland Empire, Volunteer
Boy Scouts of America - Inland Empire, Golden Empire, Wolverine, Golden Spread Councils, Executive Boards of Directors
National Association of Golf Tournament Directors
Riverside Chamber of Commerce, Board of Directors & Sports Commission, Board of Directors
Riverside County Law Enforcement Appreciation Association, Board of Directors, President
High Five America Foundation, Board of Directors
Orangetrust Jr. All American Football, Coach and Board Member
Riverside Unified School District Athletics Marketing & Game Management Taskforce
King High School Football Booster Club, Board of Directors
Olive Crest Youth Homes, Volunteer
YMCA of Riverside, Board of Directors, Volunteer Coach
Riverside Parks & Recreation, Volunteer Coach
Riverside Aquatics Association, Volunteer
University of San Francisco Graduate School of Sports Management, Instructor in the areas of Sports Economics and Finance, Special Events, Sports Marketing, and Fund Raising.

Education

United States Sports Academy, DAPHNE, AL
University of the Pacific, STOCKTON, CA

Master of Science - Sports Management
Bachelor of Arts – Communications

ATHLETICS ADMINISTRATOR

Extensive leadership experience, directing NCAA intercollegiate athletic programs and NCAA Championships. On campus attained national championships and consistent Top 20 rankings in both women’s and men’s sports at the NCAA Division I and II levels. Guided programs from obscurity into national recognition and established long-range plans to bring programs into compliance with Title IX gender equity regulations and fiscal security. Oversight of 17 high profile NCAA National Championships. Proficiency demonstrated in recruitment of high profile coaching and professional staffs and communicating the programs to the general public through numerous public appearances and other developmental activities. Administrated all athletic events...supervised major construction projects...coordinated successful fundraising efforts and other media attention gathering activities...and participated in various NCAA governing functions. Developed effective policies and procedures and instituted fiscal management guidelines to maintain budget compliance. *Motivated Administrator who has designed and implemented high level programs based on academic and athletic excellence and adherence to university, conference and NCAA philosophy of good sportsmanship.*

Areas of Expertise

NCAA Rules, Eligibility and Compliance
Strategic Planning
Budget/Fiscal Management
Diversity

Administration of Championships
Fundraising
Scheduling
Staff Recruitment

Facilities Administration
Construction
Gender Equity
Program Management
Organizational Skills

Athletics Program Administration

Program Representation
Coaching
Administration

Student-Athlete Development
Recruiting
Championship Programs

CAREER HIGHLIGHTS

MANAGING DIRECTOR, Championships Division
National Collegiate Athletic Association (NCAA)

2016–2018

Recruited by the NCAA to manage and have global oversight of 17 NCAA National Championships.

- Oversight of revenue producing championships at the NCAA Division I level including, College World Series, Men’s Ice Hockey, Women’s Volleyball, Football
- Oversight of a wide variety of NCAA Championships (13 others)
- Managed all rules administration in all sports
- Managed all officiating administration in all sports
- Liaison to the Football Oversight Committee
- Development of Strategic Plan for College World Series
- Liaison to the Football Bowl Association and responsible for Bowl certification
- Worked closely with ESPN, CBS and Turner broadcasting networks in media contract negotiations
- Worked with local organizing committees on host responsibilities for national championship events
- Manage a staff of professionals committed to excellence and the enhancement of the student athlete experience
- Prepared agendas and directed committee meetings throughout the NCAA championships process
- National Board of Directors for the NACDA Learfield Directors Cup

ATHLETICS DIRECTOR
Indiana State University (Division I)

2005-2016

Recruited by the University to develop athletics programs that would place Indiana State University at a significantly increased level of program development and national recognition.

- Successfully recruited high profile coaches. Managed a large staff.
- Capital campaign (\$85,000,000) and successful annual giving campaigns

- Developed Master Plan for Athletics Department facility renovation and construction
- Served as host of WNIT pre and post season games
- Served as host of the NCAA Division I Men's and Women's Cross Country National Championships 2005-14
- Negotiated lucrative media radio and television contracts
- Developed and nurtured substantial corporate sponsorships, community, regional and national relationships
- Worked closely with the Indiana State Alumni Association and Foundation to develop constituents
- Several sports (8) that finished in the top 10 academic achievers in the nation
- Built a state of the art weight training facility
- Completion of football, soccer, basketball, baseball, softball, golf and volleyball renovations
- Construction of state of the art track and field stadium

ATHLETICS DIRECTOR

1995 - 2005

California State University, Dominguez Hills (Division II)

- Established long-range strategic plans to bring university programs into compliance with Title IX gender equity mandates and fiscal security
- Led major fundraising efforts
- Coordinated construction of baseball, softball, track, soccer and tennis facilities. Construction of offices and remodeling of the gymnasium, completion of a \$200,000,000 stadium (Home Depot Center) building project
- Developed and instituted on campus sports camps
- Created and instituted coach's evaluation tools program enabling efficient staff evaluations
- Served as host of NCAA Division II Final Four Women's Soccer Championships in 1997
- Served as host of NCAA Division II First and Second Round Men's Soccer Championships in 2000
- Served as host of NCAA Division II First Round Men's Soccer Championships in 2001, 2002, 2003
- NCAA Division II Men's Soccer National Champions in 2000, runners up in 2001
- Served on NCAA national committees as well as the Executive Committee of the National Association of Collegiate Directors of Athletics and National Learfield Directors Cup Executive Committee
- Positions enabled university to interact at the national level and provided visibility
- Instituted staff development program to increase attainment of individual professionalism among coaches and staff
- Developed and formulated *Athletic Programs Policies and Procedures Handbook*
- Authored and received funding for grants promoting diversity and opportunities for underprivileged children

ATHLETICS DIRECTOR/ASSISTANT PROFESSOR

1983 – 1995

Vanguard University (formerly Southern California College)

Accepted opportunity to serve as Athletics Director at a private four-year liberal arts university in Costa Mesa, California, to redesign and expand the athletics program.

- Oversaw the management of extensive fundraising efforts
- Managed various facilities remodeling programs including gymnasium, soccer field, softball field and baseball field
- Directed Title IX compliance and added eight sports to the athletic program
- Served as Associate Professor of Health, Physical Education and Recreation classes
- Served as Head Coach for the Men's and Women's Tennis, Women's Basketball and Baseball teams
- Developed and implemented operational budgets and maintained expense compliance
- Devised and instituted *Policies and Procedures Handbook*
- Member of Faculty Promotion/Tenure Committee and search committee for Academic Vice President

NATIONAL AFFILIATIONS

NCAA Division I Baseball Committee 2013-2016

National Learfield Directors Cup Executive Committee 1998 – Present

NCAA Division I Recruiting Cabinet 2008--2011

NCAA Peer Review Committee Team Member 2008--2010

Missouri Valley Conference Executive Committee 2005-2016, President 2013-14

NCAA Recruiting and Early Scholarships ad hoc Committee 2006

President, California Collegiate Athletic Association 2001 -- 2002

NCAA Olympic Sports Liaison Committee 2001--2005

President, NCAA Division II Athletics Directors Association 1999 -- 2000

Championships Committee Chair, California Collegiate Athletic Association 2000 -- 2001

Conference Executive Committee, and Board of Directors, California Collegiate Athletic Association 1995 -- 2005

National Executive Committee, National Association of Collegiate Directors of Athletics 1995 -- 1999

COMMUNITY AFFILIATIONS

Indiana Special Olympics 2005-2016
Terre Haute Boys and Girls Club
Terre Haute YMCA
LA 2012 Olympic Bid Committee
Carson Coordinating Council
Carson Boys and Girls Club Board of Directors 2002-2005
Gardena/Carson YMCA Executive Board 1997 - 2000
LA Watts Summer Games Advisory Committee 1996 - 1999
Pigskin Classic Organizing Committee 1992 - 1994, 1998
Professional In-Residence Program, NCAA/Betty Ford Center 1996

PROFESSIONAL ACHIEVEMENTS

NCAA/NACDA Administrator of the Year, 2004 and 2011
NCAA Deregulation Summit Presenter – Bylaw 17, Playing and Practice Seasons July, 2000
NACDA Workshop Moderator-NCAA Division II Breakout Session “Revenue Distribution in Division II” 1997, 1998
NACDA Workshop Moderator-NCAA Division II Breakout Session “Playoffs, Selection & Championships” 1996, 1998
NAIA District III Administrator of the Year 1991, 1992, 1994
NACDA Workshop Moderator “Crisis Management in the Department of Intercollegiate Athletics” 1992
Prettyman, R., “Leadership” Athletics Administration Magazine, February, 1999
Prettyman, R., “Another One Bites the Dust” Athletics Administration Magazine, June, 1999

PROFESSIONAL AFFILIATIONS

NCAA Division I FCS Athletics Directors Association 2005--2016
NCAA Division II Athletic Directors Association, Executive Committee 1996 – 2005
National Association of Collegiate Directors of Athletics 1983 – Present
American Alliance of Health, Physical Education, Recreation & Dance 1983 - 1995
National Consortium for Academics and Sports 1996 – Present

EDUCATION

MA, Education, California State University at Stanislaus 1988
BA, Health, Physical Education & Recreation, Vanguard University, (Southern California College) 1977



Melissa Ringhausen

PROFESSIONAL EXPERIENCE

Associate Director of Athletics/Senior Woman Administrator *July 2013 – Present*
McKendree University, Lebanon, Illinois

- Assist Athletic Director in managing thirty-four sports and +875 student-athletes.
- Provide direct supervision of men's and women's hockey, swimming and diving, water polo, track and field, cross country, bass fishing, golf, and softball.
- Represent McKendree at Great Lakes Valley Conference (GLVC) meetings and assist with conference championship events as needed.
- Ensure athletic programs operate within the rules of the NCAA and conference.
- Responsible for eligibility and compliance for Non-NCAA sports.
- Assist Athletic Director in developing operational and scholarship budgets.
- Assist in game management, marketing, branding, and general daily operations.
- Recruit, hire, and retain quality head coaches for all sports previously mentioned.
- Assist in the development and implementation of a strategic plan in athletics with an emphasis on recruiting, retention, and graduation.
- Update the Athletics Department Manual, SA Handbook, and Compliance Manual.
- Complete EADA, NCAA Membership Financial Reporting System Data and Graduation Rates.
- Responsible for scheduling athletic facilities and McKendree's use of the McKendree Metro Rec Plex which houses two ice rinks and an aquatics center.
- Monitor missed class time and academic progress for all student-athletes.
- Provide Title IX education and compliance in athletics.
- Research emerging sports and the budgetary impact on athletics and the institution.

Head Women's Basketball Coach *August 1997 – February 2015*
McKendree University

- Overall career record is 316-255 (0.55).
- National Association of Intercollegiate Athletics (NAIA) career record is 289-174 (0.624).
- Eleven 20+ win seasons and nine NAIA tournament appearances.
- American Midwest Conference (AMC) record is 134-47 (0.74); Four AMC Championships and five AMC Tournament Championships.
- Responsible for scheduling, travel arrangements, managing operational and scholarship budgets, scouting, equipment, and film exchange.

Assistant Director of Athletics/Senior Woman Administrator *July 2010 – June 2013*
McKendree University

- Monitor academics, eligibility, facility scheduling, updating policies and procedures, and general daily operations.
- Responsible for Candidacy Year Two and Provisional Year Three annual reports.

Interim Director of Athletics *March 2012 – August 2012*
McKendree University

- Provided leadership during the transition from NAIA to NCAA Division II status.
- Directly supervised twenty-one NCAA sports and two Non-NCAA sports and athletic staff.

Coordinator of Academic Services in the Athletics Department *July 2009 - June 2010*
McKendree University

- Developed a program to monitor eligibility and progress of student-athletes.

Associate Faculty in Health, Physical Education, and Performance *August 1997 – June 2009*
McKendree University

- Exercise Physiology, Introduction to Physical Education, Biomechanics, Sports Psychology, Adaptive Physical Education, and activity classes.

EDUCATION

Master of Science in Education
University of Kansas, Lawrence
May 1996

Bachelor of Arts in Biology
Ottawa University
May 1994

SKILLS

Supervision of Sports and Staff
Zero-Based Budgeting
Academic Monitoring
Eligibility and Compliance
Marketing and Branding
Title IX, Gender Equity and Diversity
Game Management/Fan Experience
Strategic Planning and Research
Fundraising
Roster Management

NCAA NATIONAL SUCCESS

AT MCKENDREE

Women's Bowling (*2017 Champions*)
Women's Soccer
Women's Volleyball
Men's and Women's Track and Field
Men's Golf
Men's and Women's Swimming
Softball
Men's Wrestling

Non-NCAA NATIONAL SUCCESS

AT MCKENDREE

Bass Fishing
Men's Bowling (*2018 ITC Champions*)
Women's Bowling (*2017, 2018 ITC Champions*)
Men's and Women's Hockey
Women's Wrestling
Bass Fishing

PERSONAL AWARDS

Magna Cum Laude
Ottawa University Braves Hall of Fame
Phi Theta Kappa Honor Society
NAIA Merit of Service Award
AMC Two-Time Coach of the Year
IBCA Women's Basketball Coach of the Year
KCAC Women's Basketball All-Conference
KCAC Academic All-Conference
NAIA All-Scholar Student-Athlete
GLVC Sportsmanship Award

Bill Macriss

EMPLOYMENT HISTORY

Sacramento State 1996 – Present
Chief of Strategic Initiatives, Division of Student Affairs (2017 – Present)

Serve the Vice President of Student Affairs by creating several division-level initiatives, including:

- Developing the first strategic communications and marketing team within the division. Centralizing core efforts for the division's 50-plus units while building a partnership with University Communications and Marketing. Bringing website design, video, photography, graphic design and messaging (including all messaging channels) under a single division-level team;
- Supervising and overseeing the division-level implementation of Master Plan 2025, creating programs, projects and strategies in support of annual and long-term retention and graduation goals.
- Taking the lead in all Student Affairs building enhancement projects, including the building of a Welcome Center, relocation of the Testing Center and a transformation of the division's main building (Lassen Hall) to better serve our students. Working with Facilities to assure projects come in on time and in budget;
- Working with division leadership and University Advancement to develop and launch a Student Affairs fundraising plan. Worked with University Advancement to hire the division's first development director;
- Creating a staff development plan for leaders within the division (managers and lead staff).

Director of Athletics (2014 – 2017)

Managed the day-to-day operations of the department of athletics (21 intercollegiate sports, 450-plus students, 150-plus full-time and part-time employees, and a \$20 million budget).

- The athletics department overall GPA increased from 2.982 in the semester prior to my appointment to 3.122 in my final semester;
- Eleven teams earned conference titles from 2014-15 to 2016-17;
- Foundation account contributions to athletics increased by 55 percent;
- The Hornet Club (booster organization supporting athletics) increased by 136 percent from the year prior to my appointment to my final full year as director;
- Facility and equipment enhancements totaling more than \$4.8 million took place from 2014 to 2017.

Deputy Director of Athletics (2007 – 2014)

Associate Athletics Director (2000 – 2007)

Served as lead administrator for the sports of men's and women's basketball, baseball, volleyball, sand volleyball, and men's and women's cross country and track and field. Oversaw administrative management of programs, including budget oversight, team travel and competition schedules. Also served as director of all post-season championship events and in-season tournaments.

- Managed media relations, event management, equipment management and technology support.
- Chaired the department's Academic Improvement Plan committee.
- Served as the athletics representative for the University's campus-wide Branding Committee.
- Served as the athletic department's liaison to the University licensing department.
- Secured the first endowment for the volleyball program and several endowments for men's basketball.

Media Relations Director (1996 – 2000)

Coordinated media relations for 20 intercollegiate sports. Formulated and administrated department budget, including costs for printing, photography, computer and software updates, web site management, staff apparel and travel. Supervised and trained staff, including two full-time assistants, student interns and volunteers.

California State University, Bakersfield

1994 – 1996

Sports Information Director

Promoted to Assistant AD, Sports Information and Special Projects, in 1996. Coordinated media relations for 10 intercollegiate sports. Supervised, trained and developed staff and volunteers. Media coordinator for numerous events, including:

- 1996 NCAA Division II Men's Basketball West Regionals;
- 1996 Pac-10 Wrestling Championships;
- 1995 NCAA Division II Men's Basketball West Region First Round;
- 1995 NCAA Division II Men's Soccer Regionals;
- 1994 NCAA Division II Women's Volleyball National Championships;
- 1994 NCAA Division II Women's Volleyball Regionals;
- 1994 NCAA Division II Men's Soccer Regionals.

Southern Utah University

1990 – 1991

Sports Information Director

Directed day-to-day department operations of the sports information office. Supervised work-study help, student assistants and photography interns.

Utah State University

1988 – 1990, 1991 – 1994

Assistant, Media Relations

Publications coordinator for football, men's basketball and softball. Media relations director for numerous sports.

EDUCATION

Master of Arts, Communications, 2000 - Utah State University

Bachelor of Arts, Journalism and Spanish, 1989 - Utah State University

ACTIVITIES/PROFESSIONAL AFFILIATIONS

- Member, National Association of Collegiate Directors of Athletics (NACDA), 2001-2018
 - Championship Director, 2003, 2005, 2006 and 2007 NCAA Division I Men's & Women's Outdoor Track and Field Championships
 - Assistant Championship Director, 2007 NCAA Division I Women's Volleyball Championship
 - Interview Room Moderator, 2007 NCAA Division I Women's Volleyball Championship
 - Media Operations Director, 2004 U.S. Olympic Team Trials, Track and Field
 - Interview Room Coordinator, 2002 NCAA Division I Men's Basketball West Regionals
 - Interview Room Moderator, 2001 and 2004 NCAA Division II Elite Eight Men's Basketball Championship
 - Media Coordinator, 1997 and 1999 NCAA Women's Rowing Championships
-