

Allan Cooper Jones

Summary

- Twenty years of intercollegiate athletics experience that includes significant management expertise in strategy, planning, and budgeting of a comprehensive athletics program.
- Particular strength in revenue generation - fundraising, corporate sponsorships, naming rights and apparel contracts.
- Leadership of multiple strategic planning processes.
- Substantial background leading ticketing, marketing/promotions and special events units.
- Significant experience in personnel recruitment, training and team building.
- Effective implementation of student-athlete well-being strategies which focus on compliance, academic-services, social development and personal safety.
- Successful staffing of presidents, vice presidents, deans and high-profile coaching staffs to foster strong relationships with Board of Trustees, high-profile volunteer groups and community leaders.

Experience

Texas Sports Hall of Fame; Waco, TX 2016 to present

President & Chief Executive Officer

- Provide executive leadership and oversight for the museum's annual budget; fundraising and development; operations and facility management; public relations and external communications; staffing; risk management; as well as educational outreach and public programming.
- Primary responsibility for development, implementation and execution of upcoming \$100 million capital campaign. Investments will be solicited for new facilities, annual operating and endowment funds for TSHOF expansion into Austin, Dallas/Fort Worth, Houston and San Antonio markets.
- Lead a 35-person Board of Trustees and guide development of the museum's strategic vision and mission.
- Provide executive leadership for all annual & major fundraising and development activities, including grant writing, corporate and foundation relations, and stewardship of individual donors.
- Serve as museum spokesperson and chief advocate with primary responsibility for maintaining and establishing strong, effective partnerships in the Waco community, the State of Texas and across the United States.
- Provide leadership for all public relations and marketing initiatives to elevate brand-awareness and increase engagement with multiple constituency groups.

Arizona State University; Tempe, AZ 2012 – 2016

Executive Associate Athletic Director

- Provided leadership and oversight of a \$15 million annual operating budget.
- Managed the 50-person Sun Devil Club board of directors, which provides governance and oversight for all aspects of Sun Devil Athletics.
- Led unit to a school-record \$84.6 million raised in new gift commitments during FY15; previous record was \$49.8 million, which our team was responsible for soliciting in FY14. Also increased Sun Devil Club memberships from 8,700 to 16,400, building it into the largest membership organization in the Pac-12 Conference (ASU was ranked 8th in October, 2012).
- Responsible for developing financial and operational strategies for Sun Devil Athletics portion of the university's \$1.5 billion capital campaign.

- Assisted in the negotiation of a corporate sponsorship agreement with Adidas that will generate 125% new revenue for ASU.
- Led all aspects of the communications, marketing, and revenue plan for the renovation of Sun Devil Stadium, the largest construction campaign in ASU's history with a total project cost of over \$256 million.
- Served as one of four principals involved in the ASU Athletics Facility District, a first-of-its-kind real estate and financial model. This vibrant, mixed-use urban development will be home to office, retail and residential projects while establishing new competition and practice venues for 20 varsity sports at ASU.
- Managed a Special Events unit responsible for the development and implementation of over 100 athletics-related events each year.

**University of North Texas; Denton, TX
2010 – 2012**

Senior Associate Athletic Director

- Directed a Development office that was responsible for the identification, cultivation and solicitation of almost 750 prospects annually.
- Led fundraising and design strategy for Apogee Stadium, the \$80 million campaign for a new on-campus football facility at UNT. Apogee Stadium was the centerpiece of the first major athletics-based capital campaign at UNT in over 35 years.
- Part of the leadership team responsible for closing a \$20 million corporate naming rights agreement, which was the second largest commitment in the history of UNT and the largest corporate sponsorship ever.
- Oversight of the Mean Green Club (MGC), the athletic scholarship fund of North Texas athletics. From 2010-2012, MGC membership levels rose over 250%. Financial support also increased over 225% during the same period of time.
- Served as a member of the Vice President for University Advancement's leadership team, participating in department-wide policy decisions ranging from strategic planning, metrics development, media relations efforts and the ten-year strategic plan for University Advancement.
- Served as the unit's regional development officer for Atlanta, Georgia; Tampa, Orlando and Jacksonville, Florida; Oklahoma City and Tulsa, Oklahoma; and Little Rock, Arkansas.

**University of Louisville; Louisville, KY
2006 – 2009**

Assistant Athletic Director for Development

- Led a 6-person Major Gift office responsible for the identification, cultivation and solicitation of over \$8 million in gifts annually. From 2006-2009, UofL was recognized as the most-profitable Men's Basketball program in the country – generating more than \$25 million in ticket revenues and financial contributions.
- Primary point person in the search and hire of Women's Basketball Coach, Jeff Walz. Coach Walz's resume includes a National Championship as the associate head coach at the University of Maryland, and recognition as one of the Top 5 recruiters nationally over the past four seasons. His 2009 Louisville squad reached the Women's Final Four, and participated in the National Championship game.
- Served as the Cardinal Athletic Fund representative working with HOK Architects on the design and layout of the \$350 million Downtown Basketball Arena, which opened in 2010. Responsibilities included visual designs and strategic location of all four CAF donor rooms and implementation of the overall reseating plan for all 22,000 seats of the arena
- Personally closed a \$10 million philanthropic gift as a member of the UofL development office.
- Primary fundraiser for the \$72 million, five-year Papa John's Cardinal Stadium expansion. The PJCS expansion included the addition of 16,000 additional lower/upper bowl seats, 33 new Skyboxes and 1,724 Club Seats connected to a 20,000 sq. ft. Club Lounge.
- Oversaw all Major Gift policies and procedures; including, but not limited to, the invitation process for Football and Men's/Women's Basketball home games, VIP travel with the Football team to away games, and allocation of all Football and Men's Basketball post-season tickets to CAF members.

2002 – 2006

- Served as the lead Major Gift officer for an 11-person athletic development team, charged with discovery, cultivation and solicitation strategies for over 750 donors annually.
- Served as primary Athletic Association liaison with the University Relations fundraising staff. Coordinated the discovery, assignment and capacity research done on new and existing athletic prospects.
- Handled event management for both Byrd Stadium and Comcast Center premium seating areas.
- Led fundraising for \$15 million, three-year Gossett Football Team House campaign, which exceeded goal by over \$250,000.
- Participated in the total reseating of the 17,400-seat Comcast Center in the summer of 2002 and 2005. Assisted over 100 Terrapin Club members daily for a three-month period while moving into the state-of-the-art facility in 2002.
- Member of the leadership team charged with completing the \$125 million Building Partners Campaign, which resulted in the completion of the Comcast Center basketball arena and multi-purpose facility.

2000 – 2002

- Annual Fund and Major Gift fundraiser for the A-T Fund throughout the southeast United States. Responsibilities included cultivation, stewardship & solicitation of over 20 new/existing A-T Fund relationships each month.
- Responsible for the research, evaluation and recommendations to university leadership for the addition of revenue generating opportunities to Bobby Dodd Stadium at Historic Grant Field.
- Independently managed all aspects of the Fifth Down Club, the major fund-raising vehicle of the A-T Fund. Responsibilities included event planning, budgeting, contract negotiation and hosting of over 400 people on home football game days. Solely responsible for managing expenses 10% under budget for the year.
- Oversaw all aspects of the Young Alumni Program. Membership increased 34% under my leadership.
- Was a member of the five-person fundraising team on the *Building a Competitive Advantage Campaign* with a goal of \$80 million.
- Served as the A-T Fund liaison with the Institute's Central Development Office, the main fundraising arm at Georgia Tech. Participated in monthly planning and strategy sessions for the Institute's top 250 major giving prospects.

Education

Ohio University - Athens, Ohio
Bachelor of Science, Journalism
Ohio University football scholarship student-athlete

Associations & Activities

National Association of Collegiate Directors of Athletics (NACDA)
Museum Association of Waco (MAW) – Board member
Fiesta Bowl – former committee member
Little League Baseball & Softball Southwest Region – Board member
Rotary Club of Waco
National Football Foundation (NFF) – former Board member; Phoenix/Valley of the Sun chapter
E.W. Scripps School of Journalism Society of Alumni & Friends – former Board member