

Athletic Administration Experience:

Centennial High School (Circle Pines, MN)

July 2019- Present

Director of Athletics & Activities

- Serve as a positive role model and advocate for coaches, advisors and those participating in athletics and activities while pursuing the goals and mission of the Centennial School District
- Responsible for the oversight of 31 varsity athletic programs, 100+ coaches and advisors and more than 40 activities and clubs
- Responsible for all aspects of the Department of Athletics and Activities including:
 - Marketing and Promotions
 - Branding
 - Budget
 - Transportation
 - Facility Management
 - MSHSL Rules and Regulations
- Developed new Department of Athletics and Activities Branding & Marketing Plan
 - Corporate sponsorship package plan
 - Executed largest athletics sponsorship deal in school history
 - Updated the following facilities with new signage and branding:
 - Hockey Arena
 - Tennis Courts
 - Cougar Stadium
 - Gymnasium
 - Main High School office area
- Developed the “three pillars” of being a student-athlete at Centennial High School
- Added an Assistant Athletic and Activities Director position (Summer 2020)
- Designed and completed a new weight room
- NWSC AD liaison for Gymnastics and Wrestling (2019-2020)
- NWSC AD liaison for Boys and Girls Hockey (2020-2021)
- Member of the High School Administration team
- Member of the Centennial School District Executive Cabinet

The College of St. Scholastica (MN)

July 2017-July 2019

Director of Athletics

- Served as a positive role model that embraces and exemplifies the mission of the College and the strategic goals of the department of athletics
- Responsible for planning, policies, staffing, operations and compliance related to the Department of Athletics
- Planned, organized, administered and reviewed the work of the Department of Athletics
- Member of the President’s Leadership Council
- Member of the NCAA Division III Championships Committee
- Oversaw all aspects of the Department of Athletics fundraising:
 - Secured largest gift in department of athletics history
 - Secured institutional funding to complete baseball clubhouse project
 - Booster Club (Saints Club)
 - Corporate Partnerships
 - Annual *CSS Golf Outing*
 - Apparel sales
- Developed a strategic plan for Department of Athletics

- Presented and received approval to conduct a feasibility study for an on-campus football/soccer stadium
- Advocate for the welfare and well-being of the Department of Athletics coaches, student-athletes and staff members including:
 - Implementation of a Senior Management Team
 - Developed and implemented Department of Athletics practice schedule for all varsity programs
 - Addition of two (2) Assistant Athletic Director titles
 - Addition of Assistant Sports Information Director position
 - Moved part-time head golf coach position to full-time
 - Developed and implemented multiple policies and procedures
 - Alcohol policy
 - Alternative travel policy
- Member of the UMAC Athletic Director Council
 - AD Liaison for Men's and Women's Basketball
- Built brand awareness for the Department of Athletics in the twin ports area and the region
 - Upgraded soccer pitch including new scoreboard and field signage (Fall 2018)
 - Upgraded gymnasium with new scoreboards, shot clocks, stat panels and signage (Fall 2018)
 - Created and implemented branding guide for the department of athletics
- Developed and presented winning bid for 2018 NCAA Division III Baseball Regional
 - *First-ever NCAA postseason event hosted in CSS history*

Concordia University-Portland (OR)

July 2015 – June 2017

Vice President and Director of Athletics

- Promoted to Vice President in July 2016
- Managed all university special events
- Developed and clearly articulate the vision and goals for the Department of Athletics
- Successfully led Department of Athletics through transition from NAIA to NCAA Division II
- Managed all aspects of departmental operating budget and athletic scholarships
- Developed and executed long-range strategic planning initiatives for the Department of Athletics
 - Oversaw and updated strategic plan for 2016-2021
- Directed efforts to fund, build and renovate athletic facilities
 - Served as project lead on weight room renovation (Spring 2016)
 - Included complete weight room renovation, new team film room and new Women's Track and Field Locker Room
 - Secured lead gifts accounting for 80% of project funding
 - Surpassed goal of \$100,000 in two months and raised entire project in less than 6 months (\$380,000)
 - Served as project lead on moving softball on-campus for first time in program history
 - All funds secured for project within 6 months
- Built brand awareness for the Department of Athletics in the Portland area and the Pacific Northwest region
 - Completed lobby branding renovation upon arrival in Summer 2015
- Managed all aspects of the Department of Athletics fundraising
 - Portfolio included all top athletic donors
 - Corporate Partnerships
 - Booster Club
 - Special Events
 - *Fore the Students Golf Tournament*
 - *Navy and White Night (implemented upon arrival)*

- *Hall of Fame Event* (implemented in Fall 2016)
- Managed direct marketing and promotional initiatives for the Department of Athletics
 - Created and hired Athletic Marketing, Sponsorships and Gameday Coordinator Position
 - Oversaw student rewards program - *The Navy*
- Complied with all university, Great Northwest Athletic Conference (GNAC) and NCAA eligibility and financial aid parameters
- Developed and led Club Sports program
- Supported and advocated for the Division II philosophy of *Life in the Balance*
- Ensured appropriate, responsible and accountable oversight of game management
- Advocated for the welfare and well-being of the Department of Athletics coaches, student-athletes and related students and staff members including:
 - Addition of Director of Athletic Performance Position (August 2015)
 - Addition of part-time Game day Support position (August 2016)
 - Addition of Special Events Coordinator Position (August 2016)
 - Addition of third full-time Athletic Trainer (July 2016)
 - Eliminated all additional responsibilities for head coaches (teaching and administrative duties)
- Member of the Campus Management Team
- Directed the duties and responsibilities of the Administrative Assistant, Associate and Assistant Athletic Directors, Coaching Staff, Athletic Training Staff, Athletic Facilities Coordinator and Sports Information Staff
- Member of GNAC Senior Management Council
 - AD liaison for Baseball
- Developed and executed plan to bring back Athletic Hall of Fame
- Developed and presented winning bids for upcoming GNAC Postseason Championships
 - Baseball (Spring 2017)
 - Women's Soccer (2017 and 2018)

Concordia University, Saint Paul (MN)

November 2005 – June 2009

May 2010 – June 2015

Various positions from Director of Marketing and Promotions to Associate Athletic Director for External Relations

Associate Athletic Director for External Relations, January 2012-June 2015

Assistant Athletic Director for Development and Marketing, May 2010- December 2011

Assistant Athletic Director for Development, June 2006-June 2009

Director of Marketing and Promotions, November 2005- May 2006

Leadership

- Member of department of athletics management team
- Led all external areas in the Department of Athletics: development, fundraising, marketing, promotions and student engagement
- Sport Supervisor for nine (9) varsity athletic teams
 - Baseball, Men's Golf, Women's Golf, Men's Cross Country, Women's Cross Country, Men's Indoor and Outdoor Track and Field and Women's Indoor and Outdoor Track and Field
 - Included budget and travel oversight and primary contact between respective coach and director of athletics
- Game management supervision and support
 - Included ticketing, music, pre-game show, halftimes/intermissions and overall game management
- National Chair of Division II Women's Volleyball Committee (NCAA)

- Division II Women's Volleyball National Committee Member (NCAA)
- Division II Regional Advisory Committee (RAC) member
- Oversaw marketing and promotions budget
 - Planned and executed all halftime and intermission contests at all home events
- Managed Department of Athletics Internship Program and Marketing Graduate Assistant
 - Developed and implemented program with 4-6 students selected for year-long internship (annually)
- Supervised student rewards program
 - Developed and implemented program that now has over 20% of university student body participating
- Voting member of Concordia Athletics Hall of Fame Selection Committee
- Student Athlete Advisory Committee (SAAC) faculty representative (2006-2009 and 2010-2012)
- University Title IX Investigator
 - Included formal training
 - Experienced in multiple investigations

Development and Fundraising

- Portfolio included all athletic donors (200+)
 - Cultivated existing donors including all major athletic gifts
 - Helped university secure \$5 million dollar stadium gift for new on-campus football, soccer and track stadium (Sea Foam Stadium)
 - Solicited new athletic donors from database that included: alumni, parents, past parents and other various supporters
 - Liaison between the Department of Athletics and university development office
- Solicited, developed and maintained relationships with Corporate Partners
 - Included 18 partners ranging from \$2,500-\$15,000
 - Included 10-12 additional partners annually for webcasts and trade opportunities at varying dollar amounts
 - Directed monthly contact via e-mail, phone or in-person meetings
- Oversaw all aspects of booster club (C-Club)
 - Developed and produced marketing and registration materials
 - Oversaw production of all items included in benefits
 - Managed all contact (letters, email and phone calls) throughout the academic year
- Department fundraising totals increased each year 2010-2015
 - Directly responsible for raising six figures annually (C Club, Corporate Sponsors and Special Events)

Special Events

- Chair of department fundraisers
 - Put Me In, Coach (PMIC), Summer Golf Classic and Bowling for Bears
 - Developed, planned and executed each fundraiser
 - Included: marketing, registration, staff/volunteer assignments and supervision
 - PMIC is the largest department athletic fundraiser and annually increased attendance and revenue each year since 2011

Special Events and Premium Seating Sales Coordinator

- Responsible for sales of premium rental space at TCF Bank Stadium, Williams Arena, Mariucci Arena, and Sports Pavilion (non-game days)
- Planned and executed over 125 non-game day events
- Wrote and processed all event contracts for non-game day events
- Assisted in development of Request for Proposal (RFP) documents for all facilities
- Assisted with management of all premium seating at football, men's basketball, and men's hockey (game days)
- Sales coordinator for premium seating: football, men's basketball, and men's hockey

Professional Affiliations:

- 2019- Present: Centennial Sports Arena Board member
- 2019- Present: Minnesota Interscholastic Activities Administrators Association (MnIAAA) Member
- 2019-Present: National Interscholastic Athletic Administrators Association (NIAAA) Member
- 2017-2019: Mars Lakeview Arena Board member
 - 2017-2018: Vice President
 - 2018-2019: President
- 2013- 2019: National Association of Collegiate Directors of Athletics (NACDA) member
- 2007-2019: National Association of Collegiate Marketing Administrators (NACMA) member
- 2014- 2015: Positive Coaching Alliance Minnesota (PCA) Young Associates Board member
- 2007-2009 and 2010-2015: Council for Advancement and Support of Education (CASE) member

Professional Accomplishments:

- Centennial High School: Successfully led Department of Athletics & Activities through rebranding project
- College of St. Scholastica: Highest department GPA in history
- Concordia University- Portland: All 15 varsity teams had cumulative GPA of 3.0 or greater in Fall 2016 for the first time ever
 - Overall semester GPA of 3.24
- Member of Concordia University- Portland Presidential Task Force Team (Spring 2017)
- Concordia University, Saint Paul *Sport Management Program* Chair (2013-2014)
 - Coordination of curriculum, hiring and training of faculty, worked directly with admissions and Learning House to market program
 - Two (2) years to build and launch program
- Concordia University System Leadership Institute Graduate
- 2013 and 2014 NACDA Mentoring Institute attendee
- Completion of Title IX Investigator Training School
- 2011 and 2012 NCAA Division II Game Environment Award Finalist - NSIC Award Winner
- 2011 NSIC Men's and Women's Basketball Tournament Director
- 2011 and 2014 NCAA Division II Women's Golf Central Regional Tournament Director
- Chair of Head Men's Basketball Coach Search Committee at Concordia University, Saint Paul (2014)
- Chair of Assistant Baseball Coach Search Committee at Concordia University, Saint Paul (2015)

Teaching Experience:

- Undergraduate Courses
 - Law and Sport
 - Strength and Conditioning
 - Sports Finance
 - Marketing and Fundraising
 - Sports Business
 - Physical Dimensions of Aging
 - Dynamic Health and Human Movement

- Graduate Programs (Online)
 - Foundations of Sport Management (multiple times)
 - Chair of Online Sports Management Program
 - Coordination of curriculum
 - Hiring and training of adjunct faculty
 - Point of contact for program with admission and Learning House

Education:

Master of Business Administration (MBA): Concordia University, Saint Paul

Master of Arts Degree in Organizational Management (MAOM): Concordia University, Saint Paul

Bachelor of Arts (BA) in Kinesiology: Concordia University, Saint Paul

- Emphasis in Sport Management
- Magna cum laude honors
- Dean's List
- Academic All-Conference (Northern Sun Intercollegiate Conference)

Concordia University, Saint Paul: Britton Kelly Award Winner