

JUDE A. KILLY

A caring leader with high integrity, meticulous focus, and the determination to see all goals through to the end. Demonstrates the vision and perseverance needed to lead. Uses a clear, consistent communication style, and possesses a proven record of fundraising and revenue generation.

VISION

To create an environment consistent with the University's mission to provide growth opportunities for the development of student-athletes, coaches, and staff.

EXPERIENCE

MIAMI UNIVERSITY

DEPUTY DIRECTOR OF ATHLETICS AND CHIEF OF STAFF

JULY 2018-PRESENT

DEPUTY DIRECTOR OF ATHLETICS

JUNE 2015-JUNE 2018

SENIOR ASSOCIATE AD FOR EXTERNAL OPERATIONS

AUGUST 2012-MAY 2015

ASSOCIATE AD FOR DEVELOPMENT/SR. DIRECTOR OF DEVELOPMENT

JULY 2011-JULY 2012

ASSOCIATE AD FOR DEVELOPMENT/DIRECTOR OF DEVELOPMENT

JANUARY 2008-JUNE 2011

Leadership

Develop Staff. Hire, Mentor and Promote. Focus on hiring quality people, outlining clear expectations, and having open and honest communication. This leads to high accountability, superior results and opportunities for staff promotions.

- * Oversee all day-to-day operations of the Department of Intercollegiate Athletics, including departmental communications, coach and all-staff/student-athlete meetings, operational calendar, and execution of everyday business. Department has won nearly 40 championships in last seven years and has had a cumulative GPA above a 3.0 that entire time with an employment/graduate school placement rate of nearly 100 percent. Men's teams have gone from last in Mid-American Conference standings in that time to first, while the women's teams have remained in the top four during that same window. In 2018-19, both the men and the women won the MAC all-sports trophies, marking the first time in school history for both to do so in the same year.
- * Manage and direct personnel decisions. Lead head coaching searches. Three of most recent hires have won a conference championship (Men's Cross Country and Men's Swimming & Diving) and returned a team to the postseason (Men's Basketball).
- * Serve as only full-time direct report to the Director of Athletics while supervising all full-time senior staff members. Responsible for hiring, firing and evaluating staff, and assignment of work.
- * Set, manage, and balance the Intercollegiate Athletics budget of \$32+ million. Oversee Human Resources and the Business Office, and their personnel staffs. Balanced budget annually heading into each new fiscal year.
- * Track, manage, and negotiate contracts—including ticketing solutions, technology, multi-media rights, and apparel—with internal and external constituents for individual sports as well as the department. Contract values exceed more than \$20 million collectively.
- * Leading the merger of Sports Medicine and Strength & Conditioning into the Human Performance and Wellness division to maximize well-being for more than 550 student-athletes. This includes modernizing the departmental structure and partnering with Counseling Services for first-ever, full-time staff psychologist for student-athletes.
- * Supervise directly the Football, Men's Basketball, Baseball, Ice Hockey and the Men's and Women's Swimming & Diving programs. This includes being the teams' day-to-day point of contact as well as guiding and advising head coaches and directors of operations with evaluations, assistance and administrative issues.
- * Oversee external units, including development, apparel/equipment and licensing. Previously directly oversaw broadcasting, communications, marketing, ticket operations and sales and served as the liaison to then multi-media rights holder IMG and ticket seller The Aspire Group. Hired direct report to oversee numerous external units. Responsible for supervising and evaluating each unit while annually setting priorities with aligned goals.
- * Created and implemented the Athletic Director's Circle, an advisory board created to assist and guide the AD. Responsible for managing or assisting in the management of the top athletics donors/prospects with the AD.

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- * Led and successfully concluded searches for the following leadership positions: Head Men's Basketball Coach, Head Women's Basketball Coach, Head Baseball Coach, Head Coach for Men's and Women's Swimming & Diving, Director of Track & Field and Cross Country, Director for Marketing and Fan Engagement, Associate Athletic Director for Development, and Associate Athletic Director for Revenue Generation. Nearly 75 percent of hires and promotions for head coaches and staff into leadership positions have been from underrepresented groups in the last three years.
- * Act as a liaison to the President's Office, University Business and Finance, University Advancement and the Alumni Association, Admissions and Enrollment Management and Legal.
- * Selected for search committees that hired the following leadership positions on campus: Director of Athletics, Head Football Coach, general managers for multi-media rights providers and The Aspire Group, Assistant Athletic Director for Compliance, University Director for Trademarks & Licensing, and the Chief Marketing and Communications Officer for the University.
- * Serve on Intercollegiate Athletics Diversity and Inclusion Council with Athletic Department and University staff and students. Athletics won the 2020 Miami University Institutional Diversity Award for leading diversity and inclusion efforts on campus.
- * Responsible for leading one of the pillars of the Athletic Department's strategic plan, as well as in helping design, implement and communicate the plan in its entirety. Responsible for follow-up on all parts of the plan with each pillar leader on updates and progress.
- * Participated actively on the University's Strategic Planning Financial Sustainability Subcommittee, as well as on its Corporate and Foundation Relations and Independent Contractor working groups, the Public Private Partnership Team, and the Soccer Stadium Renovation Project.
- * Hired Associate Athletic Director for Development to oversee the day-to-day operations of the athletic development office. Grew the athletic development staff from one to six full-time employees. Also created the position of and hired the Associate Athletic Director for Revenue Generation.
- * Mentored staff that has been hired in leadership positions at Army, High Point, Central Florida, USA Swimming, Utah State, the Air Force Academy and Washington University, as well as several staff promoted within Miami.

Development

***Generate Revenue.** Proven track record of increasing financial support by identifying, cultivating and closing annual and major gifts and sponsors, increasing ticket sales (see External Support) and improving donor stewardship and benefits.*

- * Led athletic development team to five of the best fiscal years ever in gifts/pledges, including three of the largest cash gifts to Miami Athletics at \$6, \$5 and \$4 million. Solicited six-figure gifts from more than 50 donors.
- * Increased annual cash giving from \$1.4 million to more than \$9.0 million. Donations to the Red & White Club annual scholarship fund increased by 60 percent during that time, up to \$930,000.
- * Directed successful completion of Miami's \$50 million campaign for Athletics as part of University's \$500 million *For Love and Honor Campaign*. Tripled the number of \$1-million-plus gifts in athletics' history.
- * Managed creation, development and successful completion of the Graduating Champions Campaign, an \$80-million campaign announced in 2015. The campaign surpassed its goal in December 2018 and officially closed in April of 2019. Served as the Campaign Manager, directing the campaign and actively leading strategy and successful solicitation of gifts. Steered a portfolio of more than 175 prospects, focusing on major gifts.
- * Solicited and secured leadership facilities gifts for the \$14-million Dauch Indoor Sports Center, \$25-million Athletic Performance Center, \$4.2-million Jay Hayden Baseball Center, \$2.5-million Leahy Performance Center at Steve "Coach" Cady Arena, and \$2.0-million for the Soccer Stadium Renovation Project.
- * Initiated donor recognition plan for scholarship and endowment providers, recognizing previous years of support and connecting 65 donors with current student-athletes while serving as liaison to offices of Stewardship and Financial Aid. Also created comprehensive donor plan for thanks and recognition at designated giving levels.

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External Support

Build Quality Relationships. *Develop productive and meaningful connections based on trust and transparency with donors, sponsors, campus partners, and staff.*

- * Created integration of academic units into game-day promotion and experience through highlighted academic unit partnership program at each home Football game.
- * Implemented external strategy sessions to enhance revenue generation, the game day experience and external staff cohesion. Combined ticket sales for Football, Men's and Women's Basketball, Ice Hockey and Volleyball increased and surpassed more than \$1.1 million each year.
- * Established and implemented donor-based seating for Ice Hockey and helped lead team to highest Ice Hockey ticket sales revenue ever of \$625,000. Expanded donor-based seating and parking for Football and Men's Basketball.
- * Led negotiation and implementation of outsourced ticket sales with The Aspire Group, which resulted in net savings of \$158,000 in personnel expense. Leading negotiations for multi-media rights partner.
- * Updated athletic marks and logos for greater consistency in usage and ease of production for sale.
- * Worked in conjunction with athletic licensing manager to increase University royalties, untapping merchandise opportunities by almost 40 percent in two years.
- * Integrated technology into ticket operations with purchase and use of ticket scanners, print-at-home tickets and online ticket renewals.
- * Analyzed and implemented ticket-price philosophy via empirical data through the Aspire partnership.
- * Developed partnership with UCM to assist with branding, reallocation of project design/creation and new proofing process to develop an overall athletic identity. Increased website consistency and accuracy, as well as enhanced and increased video/audio production, social media unification and presence, revenue generation and media coverage. Expanded staff include broadcasting assistant and coordinator of new media.
- * Collaborated with multi-media rights holder to identify web provider and revamp site.
- * Worked with University staff and the Miami Tribe to reintroduce Tribe logos, marks and education.

UNIVERSITY OF PITTSBURGH

DIRECTOR OF ANNUAL FUND – PANTHER CLUB

DIRECTOR OF ATHLETIC DEVELOPMENT OPERATIONS

JANUARY 2006 – DECEMBER 2007

AUGUST 2002 – DECEMBER 2005

Leadership

- * Supervised directly full- and part-time staff, including the Panther Club's Database Administrator, Coordinator of the Annual Fund & Special Events, the Pitt Varsity Letter Club Coordinator/Athletic Development Officer and the office's Administrative Assistant. Oversight included hiring, firing, evaluation, and assignment of work.
- * Administered budget and financial issues for the development office. Set the annual operating budget of \$300,000, determined cost-cutting measures and cost-effectiveness of spending, and provided projections, statistical and financial reports.
- * Oversaw the daily operations of the \$9.5-million fundraising unit. Created and executed timelines, provided staff correspondence on pertinent athletic and university business, managed development software, gift-processing procedures, as well as oversaw students, volunteers, and other support personnel.

Development

- * Identified, cultivated, solicited and stewarded prospects and donors for annual and capital gifts. Managed a portfolio of more than 200 prospects, focusing on annual gifts ranging between \$3,000 and \$12,000 and major gifts of \$25,000+. Raised funds as part of the Athletic Department's "Quest for Excellence" campaign, the \$120-million initiative set to increase annual, capital, and endowed scholarship funding.
- * Assisted the Executive Director of the Pitt Varsity Letter Club, a dues-paying group of former letter winners. Responsibilities included coordination of reunions and other related-events, cultivation and stewardship of former student-athletes, and research and assessment of the group operations.

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- * Oversaw all donor-based seating at 65,000-seat Heinz Field, which generated nearly \$4 million annually. Responsible for overseeing priority parking. Served as staff liaison for football-related issues.
- * Executed details of pledges for lockers and other naming opportunities. Finalized verbiage for signage, and followed-through with graphic design and sign production to insure installation.
- * Designed, coordinated or edited more than 150 publications for events, mailings, and publications.
- * Oversaw the development portion of the Athletic Department's web site. Updated text, regularly reviewed and suggested improvements and informed staff of updates and pertinent modifications.
- * Managed the Department of Athletics' annual fund, including an all-time high of more than \$6.7 million raised in 2006-07 – an increase of more than 76% in three years. Helped create and implement revised annual-fund solicitations and the Priority Points System, and responsible for overseeing distribution of quarterly solicitation cycle. Responsible for executing annual-fund related initiatives, including telemarketing, faculty/staff giving and increased donor outreach plan. Oversight of all donor-based seating and parking and review of printed/posted branding and messaging.

External Support and Events

- * Worked in direct concert with the athletic business office, ticket office, marketing, and other external athletic areas, as well as the University's offices of Institutional Advancement and Special Events. Assisted specific sport operations teams for Football and Men's and Women's Basketball.
- * Coordinated multiple special projects assigned by the Director of Athletics and the Senior Associate Athletics Director. This included a branding and design project for the Petersen Events Center, the installation and conversion of development software, creation of the Department's first Annual Report, and other confidential research assigned by the Director of Athletics. Served as the staff liaison for the Pitt Baseball Alumni Facility Task Force, the group of former Pitt baseball letterwinners spearheading fundraising efforts for the Panthers' new baseball stadium.
- * Oversaw more than a dozen annual development and donor-related special events. Included registration, site and contract details, creation and distribution of invitations and programs, and serving as the event contact for all speakers, staff, and other event personnel.

OTHER RELEVANT EXPERIENCES

- * *Assistant Administrator/Association Liaison* – National Association of Collegiate Directors of Athletics (NACDA), Cleveland, Ohio. July 1998 – August 2002.
- * *Administrative Intern* – NACDA, Westlake, Ohio. July 1996 – July 1997.
- * *Sports Information* – Notre Dame College, South Euclid, Ohio. May 1995 – July 1997.
- * *Camp Intern* – Johnny Majors Football Camp, Pittsburgh, Pennsylvania. May 1996 – July 1996.
- * *Communications Specialist* – Allen-Bradley, Mayfield Heights, Ohio. May 1995 – May 1996.
- * *Sports Information* – John Carroll University, University Heights, Ohio. May 1995 – January 1996.
- * *Community Service*: Community Wheels Program, Kiwanis, RedHawk Community Days, Oxford Food Choice Pantry, and St. Mary's Giving Tree.

EDUCATION

- * *Master of Sports Administration* – Ohio University. June 1998.
 - o Sports Administration & Facility Management.
- * *Bachelor of Arts* – John Carroll University. December 1995.
 - o Major: Communications, Minor: Creative Writing.
 - o Varsity Soccer Team Member (1991 and 1992).