

TIMOTHY T. McMURRAY

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SUMMARY OF QUALIFICATIONS/EXPERIENCE

- Over 26 years of progressive senior leadership experience in revenue generation, brand strategy and engagement, business development, corporate sponsorships, marketing, sales, service, and strategic communications.
- Over 22 years of successful experience in capital and external engagement campaigns (including direct involvement in three nine-figure capital campaigns), annual giving, alumni relations, corporate and foundation relations, volunteer management and recruitment, and special events designed towards high-end cultivation and stewardship.
- Leadership on multiple strategic plans, budget oversight/cost containment, marketing, corporate sales and fulfillment, business operations, brand awareness, public relations, sports administration, and compliance education programs.
- Energetic, innovative, and self-motivated team player that delivers results and exceeds goals, including a strong aptitude for numbers, detail, fiscal responsibility, and bottom line results.
- Successful experience in negotiating and writing television, radio, corporate partnership, and facility agreements.
- Analytical experience with online revenue generation, digital media, and CRM platforms.
- Point person on numerous executive level searches for senior management, coaches, and mid-level management.
- Past President of National Association of Athletic Development Directors (NAADD / 2009-10)

Texas A&M University-Commerce / Commerce, Texas
Director of Athletics

2015 – Present

UNIVERSITY of MARYLAND – College Park, Maryland
Senior Associate Athletics Director – External Affairs
Executive Director – Terrapin Club Scholarship Fund

2013 – 2014

Direct management of all revenue generating and external engagement units (26 positions), including: development, marketing, digital media/creative services, branding/licensing, and ticket sales and service... Liaison with Maryland Sports Properties....Point of contact for Under Armour relationship, including external pieces and 10-year extension.

- Closed two seven-figure private gifts for athletic performance center (only 11 previously in institution history)
- Launched successful rebranding of Terrapin Club Scholarship Fund to promote philanthropic giving
- Increased Terrapin Club Scholarship Fund leadership annual giving by 64%
- Terrapin Club Scholarship Fund annual giving finished six percent ahead after two consecutive years of decreases
- “Think BIG” campaign helped football season ticket sales finish 26% ahead in 2014, which led the nation
- Restructured advisory board and initiated volunteer annual fund drive that helped increase new donors by 11 percent
- Strategically created infrastructure for Creative Services/Digital Strategy division (second such unit in the nation)

SOUTHERN METHODIST UNIVERSITY - Dallas, Texas

2010 - 2013

Associate Athletics Director – Development and External Affairs/Director – Mustang Club

Oversight included major gifts, annual giving, portfolio management, ticket sales, sponsorships and customer service. National Mustang Club Leadership Council...Served on SMU Development and External Affairs Management Team... Women’s Golf head coach search committee and sports administration.

- Leadership team in development unit responsible for \$126-million in athletic facility construction and renovations
 - Set overall giving, annual giving and season ticket sales all-time records for three consecutive years
 - Development team generated gifts totaling over \$22.6 million in 2013, including over \$8.2 million in annual gifts
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- Point person for donor engagement and premium seating on historic \$57-million basketball facility renovation

- Introduced Top 25 Society that fueled leadership annual giving growth (\$25,000 level) by over \$300,000 in one year
- Launched National Mustang Club initiative that generated over \$890,000.00 in new revenue during first three years
- Introduced "You and Get Two" season ticket sales initiative to generate 45% new season ticket sales and donations
- Worked on senior leadership team involved on successful "SMU 2 BCS" campaign

NORTHERN ILLINOIS UNIVERSITY – DeKalb, Illinois

2006 – 2010

Senior Associate Athletics Director – External Advancement

Executive Director – Huskie Athletic Support Fund

Direct oversight of all primary external functions and staff of 16...Supervised areas include major gifts, annual giving, corporate sales, marketing, brand engagement, strategic communications, and ticket sales...Served on Athletic Executive Staff and NIU Foundation Senior Gift Team...Editor of division's comprehensive Strategic Plan...Sports administration oversight of Women's Basketball, Women's Golf and Men's Golf.

- Was athletics point person on *Northern Now* - \$163-million institutional capital campaign (goal was \$150 M)
- Management oversight of successful external team of 16 individuals
- Produced 34 six-figure and higher level gifts (one six-figure gift in school history prior to campaign)
- Direct involvement in four of the five largest athletic gift solicitations in institution's history
- Founded *Champions Circle* VIP group that led to 70% increase in annual leadership giving
- Implemented *Loyalty Points* system to award loyal donors with best purchasing opportunities
- Restructured external units annual budget model that increased operational budgets by over \$160,000.00
- Led "*Experience It Live*" marketing and sales campaign that resulted in 40% season and group sales
- Hosted marketing focus groups that led to 21% increase in student sales and increased retention to 93%

TEXAS STATE UNIVERSITY – San Marcos, Texas

2000-2006

Associate Athletics Director – Development/ External Affairs

Supervise day-to-day external operations of athletic foundation, marketing and sales, brand engagement, communications, and special events... Served on athletic and University Relations executive staff...Sports administration oversight of baseball and softball.

- Coordinated private giving segment of \$31-million athletic facility campaign
- Increased new Bobcat Athletic Foundation donors by 70% over three-year window
- Increased annual gift totals by over 80% in three-year window
- Successfully cultivated and stewarded three largest private athletic gifts in institution's history
- Solicited two largest athletic corporate cash gifts (both six-figures) in institution history
- Increased Bobcat Bonanza (annual special event) revenues by 33% over previous highest total
- Oversaw completion of five-year department strategic plan and "A New Cat-itude" policies manual
- Produced *Texas State Sports Report* (weekly television show) featuring Bobcat athletics

LAMAR UNIVERSITY – Beaumont, Texas

1992-2000

1996-2000 Assistant Athletics Director – External Affairs

Direct oversight of development, marketing, sponsorships, ticket sales and operations, media relations...Sports administration oversight of men's basketball, women's basketball, baseball, and men's and women's golf.

- Increased corporate and private giving by almost 300 percent over three-year period
- Authored and secured over 40 corporate partnerships for multiple athletic facility renovations
- Co-authored a comprehensive football feasibility study with Director of Athletics
- Launched marketing campaign that led to NCAA Division I sixth-largest season attendance increase
- Negotiated and produced record amount of media advertising and awareness packages for department
- Oversight of new logo redesign and implementation plan for athletic department
- Received two national recognitions from Collegiate Baseball magazine for best ballpark promotion
- Served on Fiscal Integrity Committee during NCAA Certification Process

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Director of Media Relations (1993-1996)

- Led communication efforts for 14 sports and served as liaison with University Relations
- Executive producer of *Cardinal Corner*, a monthly television show featuring Lamar Athletics
- Recipient of two College Sports Information Directors of America Publication Awards

1988-1992 Media Relations Assistant (Undergraduate)

- Primary media contact - baseball, track and field, men's and women's golf and tennis

EDUCATION

Master of Sports Business Administration /Ohio University College of Business (2013)
 Bachelor of Applied Arts and Sciences (Communication) / Lamar University (1992)

PROFESSIONAL DEVELOPMENT

- Adjunct Professor – Ohio University Sports Administration Program / 2013 - Current
- Past President of National Association of Athletic Development Directors (NAADD) / 2009-10
- NAADD Executive Committee (2004 – 2011)
- CASE Sports Conference Program Faculty – May 2014
- Sports Management Institute – Executive Education /University of Michigan/University of Texas (2001)
- NACDA Management Leadership Institute (three-time participant)
- Division IA Athletic Directors' Institute and Division IA Athletic Directors' Annual Meeting (2008, 2011)
- Cardinal Advisors' Prep Academy graduate
- NCAA YES Clinic Master of Ceremonies and operations at over two dozen NCAA championship events
- Past Member of College Sports Information Directors of America - Television/Radio Liaison Committee

Community Involvement

- Highland Park United Methodist Church – Prayer Tower Intercessor
- Fellowship of Christian Athletes – Daily Impact Play Devotional Writer/Contributor
- T. Boone Pickens YMCA Scholarship Selection Panel
- Past President of American Cancer Society - San Marcos Unit Management Board
- Past Faculty Advisor to Pi Kappa Alpha Fraternity
- Past Member of YMCA Board of Directors (Beaumont, Texas)
- Speaker at Rotary, Kiwanis, and numerous civic groups and campus organizations
- Leadership San Marcos Graduate

Professional Presentations

- Ohio University Sports Business Symposium – *Future of College Athletics* panel (2012, 2013)
- SMU Sports Administration Program Modules (Leadership & Core Values /Revenue Generation/ Governance (2014-15)
- University of Cincinnati – Society of Sports Leaders Athletics Symposium keynote address (2013)
- Ohio University Sports Business Forum – *Leadership and Core Values* (2012 and 2013)
- Multi-year presenter at National Association of Athletic Development Directors Convention (2000 – 2014)
- Big Ten Development Meeting Panel – *Blending the Corporate and Private Gift* (2014)

Professional Publications

- NAADD Best Practices – *Five Paradigms for Professional Success*
- Editor of National Association of Athletic Development Directors (NAADD) Monthly Newsletter (2007-2010)
- "Using NAADD as a Year-Round Resource", *Athletic Administration* magazine
- "The Three E's of Successful Volunteer Management", *Athletic Administration* magazine
- Editorial Assistant for alumni publications at SMU, NIU, Texas State and Lamar

Additional Professional Experience

RAINMAKERS 123, L.L.C.

CEO and Founder (2012-15)

- Leadership, career development, and strategic planning consultation for individual and institutional clients
- Facilitated leadership, organizational structure, and revenue generation training for multiple institutions
- Successfully provided strategic plan leadership for conferences and institutions
- Launched career development assessment tool that resulted in client placements at institution and conference level
- YMCA of Metropolitan Dallas – Development / Capital Campaign (Fall 2014)
- Production assistant – ESPN and Fox Sports Net college football and basketball telecasts
- High School and college sports freelance writer for *Beaumont Enterprise*, *Houston Chronicle* and *Port Arthur News*

- Student Affairs – Lamar University (Director of Orientation Program, Director of Orientation Peer Advisors)
- Leadership Lamar Institute Chairperson (Undergraduate and Professional Development Leadership Training)

Tim McMurray – Professional References

Dr. James J. (Jim) Phillips
Vice President for Intercollegiate Athletics
Northwestern University
(847) 293-7996 (mobile)

Relationship: Supervisor while at Northern Illinois University

Rick Hart
Director of Athletics
Southern Methodist University
Dallas, Texas
(214) 455-7920 (mobile)

Relationship: Supervisor while at SMU

Blake Cecil
Vice President
Merrill Lynch
Dallas, Texas
(214) 394-4031 (mobile)

Relationship: Board of Directors President – SMU Mustang Club (2010-2013)

Gerald Hill
Senior Vice President (Retired - Oct. 2014)
Seton Health Care System
Austin, Texas
(512) 557-8833 (mobile)

Relationship: Supervisor while Vice President for Advancement – Texas State University

Mike O'Brien
Director of Athletics
University of Toledo
(419) 262-5141 (mobile)

Relationship: Supervisor while at Lamar University