

# Sharod K. Williams

Phone: 903-886-5596 | E-Mail: Sharod.Williams@tamuc.edu

## Experience

Texas A&M University-Commerce  
(Commerce, Texas – Division II)

March 2021 – Present

Associate Athletics Director for Operations and Competitive Excellence

- Oversight of all Lion Athletics facilities and operations, including game operations and capital projects
- Lion Athletics' primary liaison with the University Police Department, SSC, Campus Safety, and Operations
- Sport administrator for track and field/cross country and Lion Spirit Squads (Cheer & Dance).
- Chair for the "Commitment to Diversity, Equity, and Inclusion" pillar committee in the Lion Athletics Strategic Plan.
- University Interscholastic League (UIL) and external events coordinator
- Supervisor of one full-time facilities and operations employee and the entire student worker program.

Texas A&M University-Commerce  
(Commerce, Texas – Division II)

September 2019 – February 2021

Director of External Operations

- Member of five-person external team responsible for the revenue generation of Lion Athletics.
- Responsible for creation, implementation and execution of all Lion Athletics marketing plans and in-game promotions.
- Oversight of Lion Sports Properties (LSP) and the fulfillment of partnership agreements.
- Oversight of Lion Athletics day-to-day tickets operations and game day environment initiatives (i.e. Education Day, etc.).
- Cross-campus liaison for Lion Athletics to promote collaboration with TAMUC's six (6) Colleges, RSOs and Greek Orgs.
- Supervisor of seven (7) workers, including two GAs.
- Sport administrator for Lion Spirit Squads (Cheer & Dance).

Conference Carolinas  
(High Point, N.C. – Division II)

July 2015 – July 2019

Assistant Commissioner for External Operations (July 2017 – July 2019)  
Assistant Commissioner for Strategic Communications (July 2015 – June 2017)

- Served as primary external operations, strategic communications and media relations contact for Conference Carolinas.
- Supervisor of conference internship program and co-supervisor of student-athlete advisory committee (SAAC).
- Liaison for the conference Branding (8), Faculty Athletic Representative (12), and Athletic Communications (20+) committees.
- Sport administrator for M/W lacrosse and M/W swimming championships.
- Managed budget of over \$25,000 for external operations and assigned championships.
- Through strategic planning created and launched new revenue streams:
  - Digital Network
  - Expanded sponsorship inventory assets (i.e. credentials, ad space, etc.)
- Negotiated contracts with third-party vendors.
- Oversaw and directed Conference Carolinas rebranding and visual identity: which included logos, slogan, website, etc.
- Developed a strategic marketing and branding campaign to enhance conference awards and email communication efforts.
- Spearheaded projects that assisted with fostering collaboration between the conference office and the 12 member institutions.
- Organically increased followers by 100%+ on social media accounts that ranked last in NCAA Division II according to NCAA D2 Social Media Leaderboard ([d2socialmedia.com](https://d2socialmedia.com))
  - Facebook: **July 2015** – 835 **July 2019** – 2,230
  - Twitter: **July 2015** – 2,376 **July 2019** – 5,863
  - Instagram: **July 2015** – 864 **July 2019** – 3,148

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## Leadership Development Facilitator

July 2016 – Present

- Certified DiSC Assessment facilitator ([disc-behavioral-assessments](#))
- Certified Huddle Up facilitator ([powerofthehuddle](#))
- Facilitated over 20 DiSC sessions with 20+ participants for multiple organizations (NCAA, Davidson, Clemson, etc.).
- Facilitated four-day program with 35+ participants at NCAA Student-Athlete Leadership Forum (2).
- Facilitated two-day SAAC retreats with 40+ participants for Conference Carolinas (3), Southern Conference and USA South Conference.
- Facilitated student-athlete development session with 15+ participants for Old Dominion University.
- Facilitated panel on Diversity and Inclusion with 30+ participants at 2018 CoSIDA Covention.
- Facilitated small group (12) discussion on Race, Religion and Sexual Identity at 2019 CoSIDA Covention.

## Coker College

(Hartsville, S.C. – Division II)

August 2013 – June 2015

Assistant Director of Sports Information & Compliance (August 2014 – June 2015)

Sports Information Graduate Assistant (August 2013 – July 2014)

- Served as primary strategic communications and media relations contact for nine athletics teams: WS, MVB, WVB, WBB, MLAX, WLAX, SB, MT and WT.
- Managed and supervised game day staff, including student workers (15+), interns (4) and volunteers (10+) for nine assigned sports.
- Managed Coker Athletics social media accounts which ranked as high as No. 5 in NCAA Division II according to NCAA D2 Social Media Leaderboard.
- Oversaw all CARA records and met weekly with student-athletes and coaches regarding practice schedules.
- Served as the staff liaison to student-athlete advisory committee (SAAC).
- Developed and implemented a new mentoring program with local community to foster relationships with surrounding elementary schools.

## Geneva Red Wings and Geneva Twins

(Geneva, N.Y. – New York Collegiate Baseball League)

June 2014 – July 2014

General Manager

- Managed and supervised all game day staff, including press box (6), concessions (4), marketing and promotions (4), merchandise (3) and box office (2).
- Implemented strategic marketing plans that focused on building sustainability that led to an overall increase in average attendance by over 200%.
- Generated over \$26,950 in revenue through concessions (\$8,800), tickets (\$8,250), in-game promotions (\$5,500) and merchandise (\$4,400) in one season.
- Solicited \$4,000 in sponsorships from local organizations.
- Oversaw community outreach efforts in the Geneva and surrounding community.
- Organized special theme nights with Geneva Little League, Geneva Challenger Little League and Happiness House.
- Managed social media accounts that enhanced marketing and branding strategies of the teams in the local and regional markets.

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## Committees/Memberships/Participation

- Coker Men's Basketball (2009-2014)
- Coker Sports Info Intern (2010-2013)
- Coker Junior Admissions Counselor (2011-2012)
- Coker Media Relations Intern (2012-2013)
- Coker SAAC (2009-2013)
- Coker SAAC Vice President (2012-2013)
- College Sports Information Directors of America (CoSIDA) (2013 -Present)
- United States Basketball Writers Association (USBWA) DII National Women's POTW Committee (2014 -2015)
- D2 CCA Southeast Region Women's Basketball All-Region/All-America Coordinator (2015-2019)
- NCAA Student-Athlete Leadership Forum (Spring 2016)
- NCAA Effective Facilitation Workshop (Summer 2016)
- NCAA Leadership Development Facilitator (2016-Present)
- NCAA Student-Athlete Leadership Forum Facilitator (Fall 2016, Fall 2017)
- NCAA Division II Coaching Enhancement Grant Selection Committee (2016-2019) – Chair (2017-2019)
- NCAA Division II Southeast Regional Advisory Committee – Women's Lacrosse (2016-2019)
- Minority Opportunities Athletic Association (MOAA) (2016 -Present)
- CoSIDA Diversity and Inclusion Committee (2017-Present)
- NCAA Division II Athletics Directors Association Mentor Program (2018-2019)
- NCAA Committee on Women's Athletics (2018-2019)
- Coker College Alumni Association Board (2018-2021)
- NCAA Dr. Charles Whitcomb Leadership Institute (2019)
- Huddle Member for Huddle Up (2019-Present)
- NCAA Division II Ethnic Minorities and Women's Internship Grant Committee (2019-Present) – Chair (2020-Present)
- Adjunct Professor within Department of Health and Human Performance at TAMUC (Spring 2022-Present)

## Education

### Coker College

Master of Science – Collegiate Athletic Administration	May 2015
Bachelor of Science – Sport Communication	May 2013

## Honors

- Three-Time Men's Basketball Captain (2011-2014)
- All-Conference Carolinas (2011-2012)
- Coker All-Time Men's Basketball Team
- 2019 AVCA Grant Burger Media Award – Division II SID

## Skills

- Public Speaking + Group Facilitation
- Leadership
- Conflict Resolution
- Microsoft Office
- Adobe Photoshop & InDesign