

Glenn A. Hofmann

Professional Experience

Executive Associate Director of Athletics

Virginia Commonwealth University, Richmond, Virginia

(2012-present)

Serve as member of five-person senior staff assisting Athletics Director in the development and implementation of department goals and strategies for NCAA Division I program; manage and oversee all areas of external relations including fundraising, corporate sales, marketing/promotions, ticketing and communications; oversee 13 full-time and 10 part-time staff.

- Developed strategic plan for integration of all external areas into one cohesive unit maximizing strengths of each area
- Oversee fundraising unit that raised more than \$3 million in unrestricted funds for two straight years (increase of \$1 million from 2011-12) and basketball practice facility campaign that has raised and reached goal of \$14.5 million since September 2012.
- Oversee corporate sales program that raised \$1.6 million in 2013-14 (an increase of \$350,000 from 2011-12)
- Oversee ticket-selling operation with a gross sales of \$1.8 million (increase of nearly \$800,000 since 2011-12)
- Served as chair of athletics committee charged with development of new logo and visual identity for department, which was introduced in March 2014
- Developed department's first-ever sport specific and regional fundraising plans focusing on NYC, Washington DC and Los Angeles
- Developed strong working relationship with Offices of Development, Dean of Students and Alumni Relations, and launch joint efforts in student and alumni events around nationally ranked men's basketball program

Director of Athletics

(2009-2012)

Merrimack College, North Andover, Massachusetts

As a member of the President's executive, senior staff and strategic planning committees, provided leadership for department with 22 intercollegiate and 10 club sport programs, and more than 60 full and part-time staff members. Responsible for the overall administration and supervision of all phases of athletics including: budget management, fundraising, marketing, enrollment, personnel management, strategic planning, Title IX and gender equity, facilities, intercollegiate athletic program competitiveness, and the development of academically successful student-athletes within NCAA and institutional guidelines.

- Developed strategic plan and five-year budget plan for transition from Division II athletics department to Division I, which would increase the overall athletics budget from \$10.6 million to \$18.6 million
- Initiated enrollment strategy through the addition of men's and women's indoor and outdoor track, women's golf, women's rowing and men's and women's swimming that will increase the college's student population by 175 members and the number of sports from 16 in 2009 to 27 in 2015
- Developed Title IX compliance program in conjunction with the Office of Civil Rights which increased the number of female student-athletes by nearly 100, and added a NCAA Division I women's ice hockey program
- Developed academic improvement and retention strategy by creating Director of Academic Support position resulting in department grade point average of over 3.0, higher than the overall student body; increased cumulative student-athlete grade point average to a 3.08 GPA, increasing this mark in five straight semesters
- Developed a comprehensive year-long leadership training program for student-athletes, captains and coaches; implemented a mandatory community service program
- Oversaw athletics fundraising which accounted for 27% of the College's overall fundraising annual budget
- Secured \$2 million gift for construction of a second hockey practice rink, new locker rooms, new weight room and new sports medicine area as part of an overall \$12 million dollar project
- Oversaw fundraising campaign and \$1.7 million renovation of Lawler (ice hockey) Arena in 2010
- Improved department competitiveness with overall winning percentage ranging from 54%-60% including seven teams qualifying for NCAA Tournaments, four winning conference championships and the Division I men's hockey team earning the school's first-ever national number one ranking in November 2011
- Increased ticket revenue through hockey, basketball and football by 75% in two years and hockey attendance by 125%
- Developed regional hockey television network on WBIN-TV (Boston); broadcast five-seven games nationally on Fox College Sports; secured radio contract for all hockey games to be broadcast on ESPN Radio affiliates in MA and NH

Associate Athletic Director, External Affairs
Niagara University, Niagara Falls, New York

(2006-2009)

Served as member of three-person senior staff assisting Athletics Director in the development and implementation of department goals and strategies for NCAA Division I program; managed external relations and imaging; generated new and increased revenue streams; managed and mentored coaches, staff and students

- Directed four-person external relations department staff, including fundraising, marketing and promotions, ticketing, licensing, game-day staging, corporate sponsorships and sports information
- Supervised head coaches in men's tennis, women's tennis and men's and women's swimming and diving
- Increased overall athletics department external revenue by 41% over two-year period; grew corporate partnership program by 15% and fundraising by 21%; secured highest revenue totals in school history
- Set single game and single season attendance records in men's hockey and men's and women's basketball
- Created Niagara Sports Television Network featuring four stations in New York state; televised five events during which Niagara University controlled all commercial inventory and programming elements
- Created "Sports Night Niagara," a weekly television show airing on local ABC affiliate; created live video streaming for all home men's and women's basketball and ice hockey contests
- Served as adjunct professor for upper level sports management course and freshmen introductory course; mentored 20 sports management interns pursuing careers in the field
- Oversaw external relations for 2008 College Hockey America Men's Ice Hockey Tournament and 2008 College Hockey America Women's Ice Hockey Tournament; managed alumni and donor relations and travel logistics for NCAA Tournament participation in men's basketball (2007) and men's ice hockey (2008)

Senior Associate Athletics Director, External Relations and Advancement
Stony Brook University, Stony Brook, New York

(2005-2006)

Served as a member of a five-person senior staff, managing external relations department and generating funds through corporate sponsorships and private philanthropy

- Directed and supervised six person external relations department which included the areas of fundraising, sports information, ticketing, marketing and promotions and game-day staging
- Led athletics fundraising efforts, including solicitation of annual funds and major and corporate gifts
- Served as liaison to development office; managed full-time assistant director and advancement assistants; planned and staged fundraising events. Solicited annual funds at a 25 percent increase over 2004-05
- Directed and managed corporate sponsorship program resulting in a 100 percent increase in new sponsorships
- Served as athletics liaison to Student Affairs committee charged with creating school's first marching band
- Created new initiatives to aid fundraising and visibility efforts, including first-ever Stony Brook television show; secured clearances on College Sports Television (CSTV) and Madison Square Garden Network (MSG); produced first athletics Annual Report and supplemental fundraising brochure
- Created Stony Brook "Pack" student fan club and athletics event discounts for area businesses

Associate Athletics Director, External Relations
Lehigh University, Bethlehem, Pennsylvania

(1998-2005)

Served as member of three-person senior staff, assisting Athletics Director in the development and implementation of department goals and strategies.

- Supervised 12 NCAA Division I sports programs, including men's and women's soccer, men's and women's tennis, men's and women's golf, men's and women's swimming and diving, men's and women's soccer
- Directed six-member external relations department including ticket manager, sports media relations director, community/public relations manager, and three assistants in sports information and marketing and promotions
- Directed \$450,000 corporate affiliation budget and \$1 million overall external relations budget
- Directed corporate sponsorship program, solicited cash and product trades, tripled net revenues over seven-year period, and attracted 20 new sponsors, including first collegiate relationships with Majestic Athletic
- Executed integrated marketing plan for 24 varsity sports; attracted national Top 25 crowds in wrestling and football; led Patriot League in football attendance for 10 consecutive years; created award-winning Lehigh Football FanFest, including acclaimed Crayola Kids Corner; judged "best football game-day atmosphere" by *The Sporting News*
- Created extensive radio and television networks, including partnership with Fox Sports national affiliates, weekly "Lehigh Sports Magazine Show," and live webcasts of all varsity sports; won NACMA award for television ad
- Served as game-day event manager for men's and women's basketball and football; staged biennial "Lehigh-Lafayette" football contest, the nation's most-played rivalry

Assistant Athletic Director, Communications and Marketing
Lehigh University, Bethlehem, Pennsylvania

(1996-1997)

Sports Information Director
Lehigh University, Bethlehem, Pennsylvania

(1991-1996)

Sports Information Intern
Lehigh University, Bethlehem, Pennsylvania

(1989-1990)

Education

- East Stroudsburg University, M.A. Sports Management, 2004
- St. Bonaventure University, B.A. Mass Communications, 1988
- American University Washington Semester Program, 1987

Related Experience

- Member, VCU Alumni Board, 2013-Present
- Presenter, Richmond BizSense, 2013
- Adjunct Professor, Sports Management, Merrimack College, 2010-2012
- Hockey East Executive Committee, 2011-2012
- NCAA Men's Lacrosse Committee, 2010-2012
- NACDA Sports Management Institute, 2009 completion
- Adjunct Professor, Sports Management, Niagara University, 2006-2009
- Member NCAA Peer Review Committee (Centenary College, 2007; Providence College, 2008)
- President, Niagara Business Networking Group (2007-2008)
- Advisory Committee member, Niagara Falls Police Youth Athletic League
- Big Four presenter, 2007 NACMA Conference
- Corporate Relations Liaison, Philadelphia Eagles Summer Training Camp, Lehigh University
- Tournament Director, 2005 Patriot League Women's Basketball Championship First and Second Rounds
- Tournament Director, 1997 Patriot League Men's and Women's Basketball Championships
- Tournament Director, 1997 NCAA Women's Lacrosse Championships, Lehigh University
- Media Coordinator, 1993 NCAA Cross Country Championships, Lehigh University
- Pep Band Advisor, Niagara University
- Wrestling Club Advisor, Niagara University
- Fraternity Advisor, Kappa Alpha, Lehigh University
- "Sixth Man Award" recipient, Lehigh University Men's Basketball (1996 and 2002)
- Participant, NACDA Management/Leadership Institute (completed Levels I and II)
- Broadcast Announcer, Middlebury College Men's Ice Hockey and Men's Basketball (1988-1989 seasons)
- Adjunct Professor, Sports Management, DeSales University, Center Valley, PA
- NCAA Division I student-athlete, varsity tennis, St. Bonaventure University

References Available Upon Request