

SHERIE C. GORDON

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<https://www.linkedin.com/in/sherie-gordon-1486a922>

EXECUTIVE SUMMARY

Passionate, student-centered leader with a dynamic business acumen. A driven, goal-oriented and servant leader with over 13 years of intercollegiate athletic experience. A leader with proven experience in financial management, fundraising, compliance, marketing, communications and event management. A leader who enjoys a challenge and has been a part of transformational organizational change of culture, efficiency, building relationships and success.

PROFESSIONAL EXPERIENCE

Albany State University, Albany, GA
Director of Athletics

September 2016 to Present

Advanced to this role to provide new leadership and strategically guide 13 sport programs to being a model NCAA Division II athletics department which provides a model student-athlete experience, engages a diverse group of constituents, is fiscally responsible, operates with integrity, prepares future leaders and wins conference championships while striving for national championships.

- Secured a partnership with the Southern Intercollegiate Athletic Conference (SIAC) and Albany Visitors Bureau to host the 2017 SIAC Outdoor Track & Field Championship.
- Secured over \$85k in grant funding for administrative support and student-athlete support services.
- For the first time in ASU history, solicited and secured partnerships for an online store, online ticketing and a digital network, the Golden Rams Sports Network.
- Developed and implemented new compliance, business, departmental, facility and sports medicine policies.
- For the first time in ASU history, developed an Intercollegiate Athletic Advisory Committee (IAC), Compliance Committee and Certification Team.
- Completed \$500k in athletic facility enhancements to the football practice facility, basketball and volleyball arena.
- Won 3 SIAC Championships, 2 NCAA Individual National Championships and the SIAC Commissioners Cup (Men's).

Central Intercollegiate Athletic Association (CIAA), Charlotte, NC
Senior Associate Commissioner for External & Business Administration

February 2014 to September 2016

Responsible for the management of the fiscal affairs, corporate partnerships, media rights, licensing, branding, marketing and the oversight the 3rd largest basketball tournament in the nation which attracts over 150k fans and generates a \$55m economic impact.

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- Assisted in securing a new six-year partnership with the City of Charlotte, Charlotte Regional Visitors Authority (CRVA) and Hornets Sports and Entertainment Group valued at approximately \$11 million dollars.
 - Managed the CIAA Men's and Women's basketball tournament, which generates an economic impact of over \$55 million and a direct, spend of \$31 million annually in the City of Charlotte.
 - Assisted in negotiating and renewing corporate partnerships valued at over 1.4 million in cash and over \$900,000 in non-cash.
 - For the first time in CIAA history, solicited and secured a licensing partner to assist in protecting and expanding the brand of the CIAA.
 - Developed and implemented new accounting and business policy and procedures, which was reviewed and approved by the Board of Directors.
 - Developed and implemented strategies to eliminate a \$750,00 deficit, which was inherited by the administration.

Norfolk State University, Norfolk, VA

April 2011 to February 2014

Senior Associate Athletic Director for

Administration/Senior Woman Administrator

Responsible for the management of the departments \$12m budget, business office, game operations and facilities management. Provided supervision over sports information, marketing, promotions, fundraising, equipment operations. Served as the sports supervisor for men's tennis, women's tennis, women's bowling, volleyball, softball and women's basketball.

- Successfully assisted in providing strategic leadership of a 15-sport Division I FCS intercollegiate athletic program with approximately 300 student-athletes.
- Increased the department's reserve to \$1.4m for the first time in NSU's history.
- Secured funding and managed over \$5.4 million dollars of facility upgrades and renovations.
- Enhanced game management and the fan experience for revenue and non-revenue sport programs.
- For the first time in ASU history, solicited and secured partnerships for an online store.
- Secured a new ticketing partner for the institution.
- Negotiated a new licensing partnership for the institution.
- Provided strategic guidance in the expanding the visual identity of NSU Athletics through web redesign, expansion of digital content, the development of video broadcast and the launch of a weekly radio broadcast.

*Associate Athletics Director for Internal
Operations/Senior Woman Administrator*

February 2009 to April 2011

Responsible for the management of the departments \$12m budget, business office, game operations and facilities management. Provided supervision over equipment operations. Served as the sports supervisor for men's tennis, women's tennis, women's bowling, volleyball and softball.

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- Successfully assisted in providing strategic leadership of 15-sport Division I FCS intercollegiate athletic program with approximately 300 student-athletes.
 - Eliminated the department's deficit and built a reserve of over \$500k for the first time in thirteen years at Norfolk State's Athletics Department.
 - Secured funding and managed over \$2m of facility upgrades and renovations.
 - Effectively managed in partnership with the Hampton Roads Sports Commission, the 2010 AAU Track & Field Junior Olympics, which included over 11,000 youth athletes competed at Norfolk State University Stadium which garnered a \$50m economic impact for the City of Norfolk.

Assistant Athletics Director for Business Operations

January 2007 to February 2009

Responsible for assisting with the management of a \$9m budget and game operations. Coordinated student-athlete leadership programming and served as the advisor for the Student-Athlete Advisory Committee (SAAC). Provided oversight over equipment operations.

- Launched for the first time in NSU's history, the CHAMPS Life Skills Program.
- Built an equipment operations unit to serve 15 sport programs.
- Assisted in the execution of an audit with no findings and a balanced budget.
- Enhanced the annual athletics awards banquet and expanded engagement with community leaders and alumni student-athletes.
- Assisted in hosting the 2006 AAU Track & Field Junior Olympics, which included over 9,000 youth athletes at Norfolk State University which garnered a \$47.8m economic impact for the City of Norfolk.

Assistant for Athletic Business Operations

January 2006 to January 2007

Responsible for assisting with the management of a \$9m budget and game operations. Provided assistance with data entry, reconciliation of ticket sales, concessions and game management expenses. Effectively managed the scholarship budgets for all 15-sport programs.

OTHER PROFESSIONAL EXPERIENCE

American University, Washington, DC

June 2015 to December 2015

Senior Administrative Assistant

University of Maryland, College Park, MD

June 2004 to June 2005

Ticket Office Intern

Morgan State University, Baltimore, MD

August 2003 to June 2004

Assistant Women's Basketball Coach

EDUCATION

Bachelor's of Science, Physical Education
Morgan State University, Baltimore, MD

Master's of Education, Sport and Recreation Administration
Temple University, Philadelphia, PA

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TRAINING

NCAA Continuing Education Program	2013 to 2016
NCAA Pathway Program	2011 to 2012
NACDA Mentoring Institute	2010 to 2011
NCAA Leadership Institute	2008 to 2009
NCAA/NACUBO Athletics Business Officers Program	2009
NACWAA/Hers Administrative Advancement	2006

COMMITTEES

SIAC Softball Championship	2016 to Present
Women Leaders in College Sports Awards Committee	2017 to Present
NCAA Division II Coaching Matching Grant Committee	2015 to Present
NCAA Division I Legislative Council	2013 to 2014
Mid-Eastern Athletic Conference (MEAC) Football Championship	2011 to 2012
MEAC Post-Graduate Scholarship Committee	2009 to 2010
MEAC Women of the Year Committee	2009 to 2011
MEAC Tennis Championship Co-Chair	2009 to 2010
CABMA Program Committee	2011 to 2012
CABMA Membership Committee	2008 to 2009

AFFILIATIONS

Women Leaders in College Sports

The National Association of Collegiate Directors of Athletics (NACDA)

Minority Opportunities Athletics Association (MOAA)