

## **Shannon James Ealy**

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### **SUMMARY OF QUALIFICATIONS**

- Former NCAA football student-athlete.
- Successfully served as NCAA Division I FBS Interim Director of Athletics for six months during most controversial and tumultuous time in athletic program history.
- Professional administrator with more than 23 years of experience within athletics.
- Experience includes leadership, fiscal responsibility, strategic planning, revenue generation, external affairs, marketing, communications, internal operations, sport supervision, academics, athletic facilities, master planning, event management, student-athlete services and compliance.

### **EDUCATION**

- **Ohio University – Athens, Ohio**
  - Masters of Sports Administration & Facility Management (1995)
- **University of Wisconsin-Platteville – Platteville, Wisconsin**
  - Bachelor of Science in Business Administration (1991)
  - Four year football letter winner

### **CONTINUING EDUCATION**

- NACDA Senior Administrator Mentoring Institute (2014)
- Collegiate Athletics Leadership Symposium (2012 & 2013)
- 1A Athletic Directors' Institute (2011)

### **PROFESSIONAL ACTIVITIES, AFFILIATIONS & LEADERSHIP**

- National Association of Collegiate Directors of Athletics (NACDA)
- National Association of Athletic Development Directors (NAADD)
- NCAA Division I Softball Committee Member (2010 to 2013); Committee Chair (2013)
- Conference USA Development Directors Committee, Chair (2008 to 2013)
- Birmingham Business Journal – Top 40 Under 40 (2006)
- Ohio University – Dr. James Mason Leadership Scholarship Recipient (1994 to 1995)
- Ohio University – Class President (1994 to 1995)

### **COMMUNITY SERVICE**

- Shelby County Parks & Recreation Authority, Vice President (2006 to 2015)
- Lakeshore Foundation, Olympic & Paralympics Training Site, Advisory Member (2003 to 2006)
- March of Dimes Alabama Citizen of the Year, Dinner Chairman (2003)
- Big Brothers/Big Sisters Sports Ball, Planning Committee Board (2003)

### **PERSONAL INFORMATION**

- Born and raised in Platteville, Wisconsin
- 48 years of age
- Married to Carolyn Wall for 14 years; Bachelors & Masters in Education from Samford University
- Children – Brian (19), Caitlin (19), Alyssa (13)
- Personal interests include time with family, personal and professional development, outdoor activities, recreational golf, boating

## PROFESSIONAL EXPERIENCE

### **University of Alabama at Birmingham (UAB)** – Birmingham, Alabama – Nov 2007 – Sept 2015

*(I resigned my position and accepted severance agreement after new Athletic Director was hired and wanted to bring in his own staff members. My performance evaluations were always excellent.)*

- **Senior Associate Athletic Director-Internal Operations**, July 2013 – Sept 2015
- **Interim Director of Athletics**, Dec 2014 – May 2015
- **Senior Associate Athletic Director-External Affairs & Internal Operations**, Feb 2009 – July 2013
- **Senior Associate Athletic Director-External Affairs**, Nov 2007 – Feb 2009

#### **University Relations**

- Met bi-weekly with University President as Interim AD to provide reports and updates on athletics.
- Communicated and collaborated with University Administration, Provost Office, Student Affairs, University Marketing & Communications, Enrollment Management, Facilities, Housing, Business & Auxiliary Services, Campus Recreation, etc.
- Met routinely with Faculty Athletics Representative to discuss athletics and academics.
- Served on nine-person Athletics Task Force that contracted with College Sports Solutions to re-evaluate university decision to drop sports of football, bowling and rifle. Programs were successfully reinstated.
- Served on university Athletics Advisory Committee to update university faculty and staff members.
- Served on eight-person university Campus Planning & Facility Advisory Committee to implement policies & procedures for consistency of all building and signage designs.
- Member of 20 person university Coordinated Community Response Team (CCRT) that implemented initiatives for awareness and action concerning sexual assault, dating & domestic violence and stalking.

#### **Department Leadership**

- Assumed role of Interim Director of Athletics during most controversial time in program history that led to the reinstatement of football, bowling and rifle sport programs.
- Reported to the Director of Athletics and served as member of senior staff.
- Served as the number two administrator and led the day-to-day operations of the athletic program.
- Responsible for oversight of internal operations and external affairs administrative units.
- Directly supervised as many as 14 units, totaling 90 employees at one time. Departments that reported to me during my tenure include: Business Office, Facilities & Operations, Development, Marketing, Media Relations, Ticket Operations, Football, Men's Basketball, Baseball, Softball, Men's Golf, Women's Golf, Academics, Sports Medicine, Strength & Conditioning, and Equipment Operations.
- Represented athletic department at community and university events for the Director of Athletics.
- Participated in recruiting, hiring and management of staff and coaches.

#### **Athletic Program Administration**

- Served as sport administrator for Football, Men's Basketball, Baseball, Softball, Men's & Women's Golf.
- Experience with Football and Men's Basketball scheduling.
- Coordinated search and recruitment process with Athletic Director for two Head Football Coach hires and one Head Men's Basketball Coach hire.
- Developed winning bid to host 2015 Conference USA Men's & Women's Basketball Championships.
- Served as Tournament Director for successful 2015 Conference USA Basketball Championships.

#### **External Affairs**

- Negotiated \$7 million renewal agreement with ISP (IMG) that resulted in new Basketball, Volleyball, Baseball, and Softball video boards and scoreboards and additional annual revenue.
- Launched Ticket Sales Academy to increase fan base, ticket sales and development revenues.
- Oversaw marketing, advertising & promotional campaigns to increase attendance and ticket sales.
- Increased ticket sales revenue from \$1.11 million to \$1.53 million in four years (38%).
- Formed relationships with local media to increase publicity for athletics.

- Created Athletic Video Services unit to coordinate video production and manage video boards.
- Formed e-commerce partnership with TeamFanShop and served as liaison.
- Managed relationship with Collegiate Licensing Group (CLC) & Licensing Resource Group (LRG).
- Managed department's shoe and apparel agreement with Nike.

### **Athletics Development**

- Helped generate \$17.2 million for return of football, bowling and rifle programs as Interim Director of Athletics.
- Coordinated athletics' involvement as part of University's \$1 billion capital campaign.
- Oversaw annual giving, major gifts and planned giving to maximize department revenues.
- Cultivated and established genuine relationships with supporters and prospects.
- Implemented new development programs and opportunities to increase annual giving support for Blazer Boosters: B Club; Excellence Fund; Blazer Women's Athletic Society; and Athletic Legacy Fund.
- Increased annual fund Blazer Club membership by 47% from approximately 750 to 1,100.
- Increased annual giving from \$1.74 million to \$2.52 million (45%).
- Secured \$1 million planned gift to name Mary Bowers Softball Facility.
- Coordinated annual athletics department auction that raised an average of \$55,000 annually.
- Overhauled athletic development unit and implemented Paciolan T-Fund software, systems, procedures and protocols for maximum efficiency and organization.
- Re-branded development office to Blazer Boosters.
- Reallocated resources and reduced expenses to increase revenue generating positions from two to five.
- Cultivated relationships with University Development, Gift Records, Planned Giving, Stewardship, etc.
- Implemented stewardship programs that included acknowledgement letters, monthly e-newsletters, Blazer Boosters website, database/record-keeping, special events, etc.

### **Business Office & Financial Affairs**

- Developed, implemented and managed athletic department budget exceeding \$30 million annually.
- Met regularly with Vice President for Administration & Finance and Associate Athletic Director for Financial Operations to review and discuss athletic department budget.
- Monitored unit budgets on monthly basis, made necessary adjustments for fiscal responsibility and help unit heads and coaches accountable.

### **Capital Projects/Facilities Development**

- Served as point of contact with University Facilities for athletic facilities master planning.
- Led on-campus football stadium feasibility study; planning with University Facilities and architects, stadium site visits, developing financial & funding models, determining design and programming needs.
- Provided oversight and management for the following completed projects:
  - Soccer Stadium (\$3.5 million)
  - Softball Complex (\$2.1 million)
  - Sand Volleyball Courts (\$750,000)
  - Baseball & Softball Hitting Facilities (\$650,000)
  - Football Locker Room (\$1 million)
  - Men's Basketball Locker Room (\$700,000)
  - Installation of new scoreboards, video boards and LED signage at three facilities

### **Academic Performance**

- Served as member of Academic Reform Group to increase academic success and improve Academic Progress Rate (APR) scores.
- Improved from inheriting six sports under 925 APR to all 18 sports exceeding the NCAA minimum.
- Coordinated admission appeals with Associate Vice Provost of Enrollment Management.

**Bruno Event Team** – Birmingham, Alabama – Aug 2000 – Oct 2007

- **Vice President – Alabama Sports Foundation, Aug 2000 – Oct 2007**
  - Responsible for developing short and long range vision and goals for the division.
  - Provided leadership and management for all facets of day-to-day operations of division.
  - Generated approximately \$2 million annually in revenue through sponsorships, ticket sales, hospitality packages and public funding.
  - Developed comprehensive marketing, sales and event management plans for array of sporting events; SEC Baseball Tournament, SEC Gymnastics Championship, NCAA Basketball Tournament, SWAC Football Championship, Magic City Football Classic, AVP Pro Beach Volleyball, U.S. Men’s Olympic Marathon Trials, U.S. Soccer international matches, etc.
  - Division revenues & net profits consistently reached record highs under my leadership.
  - Coordinated meetings and communication with Board of Directors.
  
- **President – Birmingham Sports Ventures, Mar 2004 – June 2007**
  - Developed bid proposal to successfully win \$3 million contract to coordinate planning for proposed capital projects and facility services to the Birmingham-Jefferson Convention Complex (BJCC).
  - Coordinated strategic planning and feasibility studies for proposed capital projects in Downtown Birmingham; multi-purpose dome stadium, entertainment district, hotel accommodations.
  - Communicated vision and proposals to city, county and state officials to seek support and funding commitments.
  - Assisted in development of architectural designs and program elements for multi-purpose stadium.
  - Researched and evaluated naming rights and revenues opportunities.
  - Recruited sporting events to current Birmingham-owned facilities to increase usage and revenue.

**Southeastern Conference (SEC)** – Birmingham, Alabama – Aug 1996 – Aug 2000

- **Director of Championships Marketing & Operations, Apr 1997 – Aug 2000**
- **Assistant Director of Championships Marketing & Administration, Aug 1996 – Apr 1997**
  - Managed all facets of Conference Ticket Operations responsible for generating \$10 million in annual revenue.
  - Responsible for planning and coordinating event management operations for conference championships.
  - Served as SEC Tournament Director or Assistant Tournament Director for the following: Football Championship, Men’s & Women’s Basketball Tournaments, Baseball Tournament and Softball Tournament.
  - Served as Assistant Tournament Director for NCAA Basketball Championships.
  - Involved in planning activities and fulfillment of conference corporate partners.

**University of Florida Athletic Association** – Gainesville, Florida – July 1995 – Aug 1996

- **Marketing Assistant**
  - Created and implemented marketing, advertising and promotions campaigns for sports of Football, Baseball, Gymnastics, Golf and Soccer to increase awareness and ticket sales.
  - Responsible for coordinating event management for six sports.
  - Coordinated and scripted pre-game and halftime activities for Football.

**University of Wisconsin-Platteville** – Platteville, Wisconsin – May 1992 – May 1994

- **Assistant to the Athletic Director**
  - Coordinated marketing initiatives for all sports to generate awareness and interest.
  - Responsible for coordinating event management duties for home events.