

# MARK HARLAN

## EDUCATION

### **Masters of Arts in Education**

University of Arizona Tucson, Arizona, 1994

### **Bachelor of Arts and Science**

University of Arizona Tucson, Arizona, 1992

## PROFESSIONAL EXPERIENCE

### **Director of Athletics**

The University of Utah

Salt Lake City, 2018-present

- Initiated and completed an \$85 million-dollar expansion to Rice Eccles Stadium, creating the Ken Garff Red Zone, an end zone facility that added 5,000 new premium seats.
- The project raised over \$50 million in philanthropic support and sold out prior to completion
- Initiated and completed a \$3 million-dollar indoor golf facility, all from philanthropic contributions.
- Serve on the Presidential University Cabinet
- Member of the NCAA Football Oversight Committee
- NCAA graduate rates for student-athletes currently at 94 percent, an all-time department record

### **Director of Athletics**

University of South Florida Tampa

Florida, 2014-2018

- Chair of the American Athletic Conference Directors Executive Committee
- Member of the NCAA Division I Competition Oversight Committee and on the NCAA Division I Council Transfer Working Group
- USF System Co-Chair for Faculty & Staff Campaign
- Created and implemented five-year athletics strategic plan, approved by USF Board of Trustees
- During tenure, student-athletes achieved record-setting team GPAs, including a record six straight semesters of all student-athlete GPAs over 3.0, as well as setting the highest Graduate Success Rate for all USF teams
- Student-athletes devoted a record number of service hours to the Tampa community
- Restructured the student-athlete service program, including securing funding for a full time Sports Psychologist
- 300 percent increase in major giving since 2014, including over \$15 million dollars raised in 2016-2017, a department record
- Negotiated and secured innovate agreements with Tampa Bay Entertainment Properties for multi-media rights and with Adidas for apparel generating nearly \$53 million in revenue over the next ten years
- Secured a soon to be announced naming right partner for the Sun Dome Basketball Arena

generating over  
\$5.67 million dollars

- Highest ever finish in Learfield Directors' Cup and top American Athletic Conference program in 2015-2016
- Twelve American Athletic Conference championships during tenure; nine sports programs ranked in Top25 in the past two years and 25 teams have reached postseason play over past three years
- Led resurgence in USF Football culminating in an 11-win season including a bowl victory over SouthCarolina in 2016 and a final ranking of #19, record high for USF
- The hiring of head coach Charlie Strong in 2016 was recognized as the best new hire in collegefootball
- In 2017, USF Football won 10 games, including a victory over Texas Tech in the Birmingham Bowl, finishing#21 in the nation
- Serve on the University Leadership Council with University Deans and Provost as well as a member of thePresidents senior management team
- After a comprehensive Title IX study and review, along with a fundraising drive, announced the 20<sup>th</sup> sport addition of women's crew to begin in 2019

### **Senior Associate Athletic Director, External Relations**

University of California Los Angeles (UCLA)

Los Angeles, California 2010-2014

- Member of the senior leadership team overseeing a Pac-12 program sponsoring 25 sports with an annualoperating budget in excess of \$80 million
- Areas of responsibilities included sports supervision, fundraising, marketing, communications, alumni relations, corporate partnerships, licensing, outbound ticketing and all other revenue generation; workeddirectly with the Director of Athletics on all major initiatives
- Supervised over 40 employees
- Served as a senior staff member of the UCLA Foundation, managing campus-wide development for theUniversity
- Successfully managed and completed the Pauley Campaign of Champions which funded the \$137 millionrenovation of the iconic Pauley Pavilion, completed in 2012
- Served as one of the lead negotiators with the City of Pasadena to enable a \$200 million-dollar renovationof the Rose Bowl Stadium
- Directly supervised the UCLA men's basketball program and assisted with the management of the footballprogram, including the supervision of head coaches as well as the academic and overall welfare of the student-athletes
- Worked with the Director of Athletics and Chancellor in the searches for the new head football, men'sbasketball, and women's basketball coaches
- Reorganized the structure of the major giving program as well as the annual fund leading to a recordnumber of donors and dollars raised in 2013
- Reorganized the Sports Information Department to create an in-house communication group focused onstrategic messaging, new media and breaking news
- Worked directly with Pac-12 leadership in all areas surrounding the launch and management of the Pac-12Network
- Developed and oversaw the reseating and seat pricing process for Pauley Pavilion in 2012 that generatedmore than \$6 million in new revenue
- Oversaw student ticket purchases that surged over 10,000 for the first time in school history in 2012
- Created an outbound ticket sales team of seven full time employees that has generated over \$1.5 million innew revenue in 12 months

- Oversaw third-party rights holder, IMG, for all interaction with UCLA, including a contract renegotiation which resulted in an increase of \$3 million
- Served as the lead negotiator for the Athletics Department in the all-campus pouring (beverage) rights request for purchase

### **Senior Vice President**

The University of Arizona Foundation  
Tucson, Arizona 2006-2010

- Member of the executive senior staff, oversaw 25 development professionals with an operating budget of \$3.5 million
- Served as a key planner developing the strategic initiatives involved with operating an organization of over 75 employees with over \$350 million under asset management
- Responsibilities included oversight of gift planning, annual fund, corporate relations, communications, marketing, scholarship, donor services, prospect management, research, and foundation relations, helping to generate millions in revenue and manage the stewardship of thousands of donors on an annual basis
- Oversaw various development consultants involved with internal self-studies, development best practices and campaign planning
- Under our leadership team, the UAF recorded two record years in dollars raised and number of gifts received
- Created The GIFT Center, an innovative concept to better engage faculty members in the grant process. The grant success rate increased dramatically annually and received the CASE Award for creative fundraising.
- Served as the Executive Editor on multiple annual and endowment reports as well as issues of *Advancing Arizona* and GIFTED, the official UA fundraising publications
- Assisted with the reorganization of the Trustee management structure creating a new fiduciary board and the National Leadership Council comprised of large University benefactors
- Served as liaison for the UA Athletic Department working directly with their leadership team in all matters related to development, including the launch of an athletics capital campaign
- Restructured the campus-wide annual fund program which increased revenues by 40 percent and contracted with RuffaloCody to manage the call center
- Created The 1885 Society, a \$10,000 yearly giving group that provides unrestricted support for the UA President
- Oversaw the redesign of the UAF website, a process which incorporated the input of more than 100 internal and external constituents
- Served as a member of the NCAA Self Study Governance and Rules Compliance Committee, part of the 10-year athletic department certification process
- Redesigned the football and basketball game-day experience for the top University-wide donors

### **Senior Associate Athletic Director for External Operations**

San Jose State University  
San Jose, California 2005-2006

- Responsible for the management of the SJSU athletic external relations team including development, corporate sales, ticketing, marketing, public relations, special events, trademark and licensing and alumni relations
- Sport supervisor for Football, Men's Soccer and Women's Basketball
- Oversaw a staff of 20 employees with an operating budget of \$1 million
- Served as the Director of Athletics' chief counsel and advised on topics relating to all

aspects of operating the department

- Chaired the search committee for the selection of the Men's Basketball Coach and the Senior Women's Administrator
- Served as the main liaison with the SJSU Foundation and attended multiple President's cabinet meetings representing the Athletic Department
- In first year, football attendance increased by 44 percent; ranking first in increase of attendance in all Football Bowl Division institutions
- Launched a planned giving program, "Spartans Forever", which generated an estimated \$8 million of estate gifts directed toward student athletic scholarship endowments
- Re-designed the athletic website by partnering with XOS
- Facilitated the outsourcing of the corporate sales program by partnering with Learfield Sports which resulted in an immediate 20 percent increase in revenue
- Coordinated efforts to partner with NIKE to outfit all SJSU teams and negotiated a deal which included outfitting the football program at no cost for the first time in school history
- Advised and worked closely with Head Football Coach Dick Tomey on all aspects of rebuilding the football program, including coordinating his more than 50 appearances throughout California as well as multiple donor visits
- Raised \$500,000 to redesign the Academic Center, greatly increasing space for advisors and counselors
- Restructured a volunteer based annual fundraising program by adding best practices and professional guidance to the board; donations increased to over \$1 million in the first year while still maintaining and honoring the importance of volunteers

### **Associate Athletic Director for External Operations**

The University of Northern Colorado  
Greeley, Colorado 2004-2005

- Responsible for the management of external operations, including development, marketing, special events, trademarks/licensing, and corporate sales
- Member of the executive team responsible for managing the day-to day operations of the Athletic Department
- Directly involved with all coaches and staff on operational issues
- Played an integral role on the committee that gained UNC's membership into the Big Sky Conference
- Responsible for creation and design of new annual campaign fundraising approach
- Responsible for maximizing revenues from all sources: tickets sales, broadcast rights, development, corporate sales and trademarks and licensing
- Created the "Campaign for the Student Athlete" which generated over \$700,000 to enhance the football stadium
- Contracted for a new radio provider that covered all football and basketball broadcasts in Northern Colorado, including the first-ever regular broadcasting of games in Denver
- Served as a senior staff member for the UNC Foundation

**Assistant Athletic Director for Development and Marketing, 2002- 2004**

**Director of Annual Development, 2000- 2002**

**Director of Operations, 1997- 2000**

**Program Coordinator for Event Management, 1994-1997**

**Assistant Coordinator for Football Recruiting and Operations, 1992-1994**

The University of Arizona  
Tucson, Arizona

- Promoted to oversee fund development and marketing including the Athletic Capital Campaign
- Served as the main liaison to communicate fund development goals in regions outside of Tucson
- Senior member of the development team that created and implemented Campaign Arizona for the Student-Athlete, which raised just over \$80 million in cash and pledges
- Senior member of team that oversaw all marketing and promotions for 19 intercollegiate sports
- Corporate sponsorship program generated \$3 million in annual sponsorship revenue (fiscal year 2003-2004)
- Negotiator in annual broadcast right fees for radio, coaches' shows, game programs and local television
- Directed annual giving program raising over \$6.5 million to support the student-athlete scholarship fund. This included priority seating, suite sales, loge seating and scholarship row (a V.I.P. basketball seating program).
- Implemented a new gift club level campaign to increase annual support for Wildcat Athletics. Increased unrestricted giving from \$180,000 in 2000 to \$810,000 in 2002
- Responsible for annual campaign that brought in \$450,000 annually to supplement coaches' budgets in all sports
- Coordinated all issues associated with game management including parking, staffing, visiting team and ticketing
- Managed four full time and 100+ part-time staff to insure the integrity of all home contests
- Scheduled all games for Men's and Women's Basketball and Football
- Directed over 20 NCAA Championship and/or Bowl games (Insight.com Bowl)
- Responsible for coordinating efforts to implement and stage athletic and special events that included but was not limited to marketing, promoting, and overall management