

# JUDE A. KILLY

*A transformational, caring leader, with high integrity, meticulous focus, and the determination to see all goals through to the end. Use a clear, consistent communication style, and proven record of fundraising and revenue generation, with the vision and perseverance to lead.*

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## VISION

*To create an environment that provides opportunities for staff and student-athlete growth and development that is consistent with the University's mission.*

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## EXPERIENCE

### MIAMI UNIVERSITY

SENIOR ASSOCIATE AD FOR EXTERNAL OPERATIONS

JULY, 2012 – PRESENT

ASSOCIATE AD/SENIOR DIRECTOR OF DEVELOPMENT FOR ATHLETICS

JULY 2011 – JULY 2012

ASSOCIATE AD/DIRECTOR OF DEVELOPMENT FOR ATHLETICS

JANUARY 2008 – JULY 2011

### Leadership

*Develop Staff. Hire, Mentor and Promote.* Focus on hiring quality people, outline clear expectations and have open and honest communication which leads to high accountability, superior results and promotion opportunities for staff.

- \* Direct supervisor for Miami Baseball--Includes day-to-day point of contact for the sport, as well as in guiding and advising the Head Baseball Coach, and leading head baseball coaching search (Danny Hayden; Mid-American Conference (MAC) East Division Champions in first year).
  - o Role includes staff evaluation, recruiting assistance and serving as a guide on all administrative issues
- \* Oversee all external units of the intercollegiate athletic department: development, marketing, ticketing, licensing, sales, promotions, communications, and broadcasting, and liaison to multi-media rights holder IMG and ticket seller The Aspire Group.
  - o Management of each unit leader--Hiring, firing, evaluating staff and assignment of work
  - o Created external priorities and annually determine unit goals to match those priorities while integrating strategies and plans to support those goals
  - o Created consistent external messages and brands for staff, donors/prospects, alumni, and fans
    - Responsible for budgeting for external units and Miami Baseball--Set budgets, approvals, budget reviews, and spending projections--Total budgets for areas exceeds \$300,000
- \* Implemented and oversee the Athletic Director's Circle, an advisory board created to assist and guide the Athletic Director (AD). Responsible for managing the top 25 athletics donors/prospects with the AD.
- \* Led and successfully concluded searches for the following leadership positions: Head Men's Basketball Coach, Head Baseball Coach, Assistant Athletic Director for Athletic Communications, Associate Athletic Director for Development, and the Manager for The Aspire Group.
  - o Hires increased annual wins, a MAC East Championship, a revamped communications approach, record-setting pledges and gifts exceeding \$10 million annually, and, cost savings of \$158,000
- \* Member of Athletic Director's senior leadership team, advisory group and act as a liaison to the President's Office, University Advancement, the Alumni Association, and University Communications & Marketing (UCM).
- \* Served on search committees that hired the following leadership positions: Director of Athletics, Head Football Coach (2), General Manager for IMG, and University Director for Trademarks & Licensing.
- \* Served on supervisory administrative team for men's basketball and football.
- \* Served on Advancing Advancement Committee and chaired Policies and Procedures team. Led Regional Committee--Resulted in the recommendation and hiring of three full-time regional fundraising staff.
- \* Work in conjunction with the Office of the President on 4-6 special events and 10-12 hosting opportunities each year.

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- \* Hired Associate Athletic Director for Development to oversee the day-to-day operations of the athletic development office. Grew the athletic development staff from one to four full-time employees.
- \* Mentored staff hired as assistant athletic directors at Army, High Point and the Air Force Academy.

## Development

*Generate Revenue.* Proven track record of increasing financial support by identifying, cultivating and closing annual and major gifts and sponsors, increasing ticket sales, and improving donor stewardship and benefits.

- \* Lead athletic development team to three of the best fiscal years ever in gifts/pledges. This includes the two largest single cash gifts to Miami Athletics at \$6 million and \$5 million each.
- \* Increased cash giving from \$1.4 million annually to more than \$4.3 million. Donations to the Red & White Club annual scholarship fund increased by 55 percent during that time.
- \* Successfully managed completion of Miami's \$50 million campaign for Athletics as part of University's \$500 million *For Love and Honor Campaign*. Tripled the number of \$1-million plus gifts in athletics' history.
- \* Campaign Manager for the creation and development of a new athletics only campaign for the University, an anticipated \$80-100 million, to be announced in spring 2015--Currently, \$35 million has been raised toward the campaign in the silent phase.
- \* Managed a portfolio of more than 175 prospects, focusing on major gifts.
- \* Solicited/secured leadership gifts for facility projects, including the \$13.5 million indoor sports center, \$20 million athletic performance center, \$4.2 million baseball locker room project and \$2.5 million ice arena weight room expansion.
- \* Oversee the Red & White Club annual fund, which has increased in each year of management. This annual scholarship fund topped out at \$877,000 in 2013-14.
- \* Created and implemented revised membership benefits, solicitations and the Loyalty Points System.
- \* Led staff in executing annual-fund related initiatives, including telemarketing, faculty/staff giving and increased donor outreach plan.
- \* Created donor recognition plan for scholarship and endowment providers, recognizing previous years of support and connecting 65 donors with current student-athletes while serving as liaison to offices of Stewardship and Financial Aid.
- \* Created comprehensive donor plan for thanks and recognition at designated giving levels.

## External Support

*Build Quality Relationships.* Develop productive and meaningful relationships based on trust and transparency with donors, sponsors, campus partners, and staff.

- \* Implemented external strategy sessions to enhance revenue generation, the game day experience, and, external staff cohesion. Combined ticket sales for football, men's and women's basketball, ice hockey and volleyball have increased and surpassed more than \$1.0 million each year.
- \* Established and implemented donor-based seating for ice hockey, and have helped lead team to highest hockey ticket sales revenue ever of \$554,000. Expanded donor-based seating and parking for football and men's basketball.
- \* Overseeing sales efforts to obtain first-ever corporate naming rights for Miami Athletic venues.
- \* Led negotiation and implementation of outsourced ticket sales with The Aspire Group, which resulted in net savings of \$158,000 in personnel and expenses.
- \* Updated athletic marks and logos for greater consistency in usage and ease of production for sale.
- \* Worked in conjunction with athletic licensing manager to help University increase royalties and untapped merchandise opportunities by almost 40 percent in two years.
- \* Implemented integration of technology into ticket operations with purchase and use of ticket scanners, print-at-home tickets and online ticket renewals.

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- \* Analyzing and implementing ticket pricing philosophy based on empirical data used through new Aspire partnership, which created a Coordinator of Database & Marketing position.
- \* Developed partnership with UCM to assist with branding, reallocation of project design/creation and new proofing process to develop an overall athletic identity.
  - o Increased web site consistency and accuracy, as well as enhanced and increased video/audio production, social media unification and presence, revenue generation and media coverage
  - o Expanded staff to include broadcasting assistant and coordinator of new media
- \* Working collaboratively with multi-media rights holder to identify web service provider and revamp site.

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## UNIVERSITY OF PITTSBURGH

DIRECTOR OF ANNUAL FUND – PANTHER CLUB

DIRECTOR OF ATHLETIC DEVELOPMENT OPERATIONS

JANUARY 2006 – DECEMBER 2007

AUGUST 2002 – JANUARY 2006

### Leadership

- \* Directly supervised full- and part-time staff, including the Panther Club's Database Administrator, Coordinator of the Annual Fund & Special Events, the Pitt Varsity Letter Club Coordinator/Athletic Development Officer and the office's Administrative Assistant. Supervision included hiring, firing, evaluation and assignment of work.
- \* Administered budget and financial issues for the development office. Set the annual operating budget of \$300,000, determining cost-cutting measures and cost-effectiveness of spending, and providing projections, statistical and financial reports.
- \* Oversaw the daily operations of the \$9.5 million fund raising unit. Creating and executing timelines, providing staff correspondence on pertinent athletic and university business, management of fund and gift processing procedures, as well as overseeing students, volunteers and other support personnel.

### Development

- \* Identified, cultivated, solicited and stewarded prospects and donors for annual and capital gifts. Managed a portfolio of more than 200 prospects, focusing on annual gifts ranging between \$3,000 and \$12,000 and major gifts of \$25,000+. Raised funds as part of the Athletic Department's "Quest for Excellence" campaign – the \$120 million initiative set to increase annual, capital and endowed scholarship funding.
- \* Assisted the Executive Director of the Pitt Varsity Letter Club, a dues-paying group of former letter winners. Responsibilities included coordination of reunions and other related events, cultivation and stewardship of former student-athletes, and research and assessment of the groups' operations.
- \* Oversaw all donor-based seating at 65,000-seat Heinz Field, which generated nearly \$4 million annually. Responsible for overseeing priority parking, and served as the primary development liaison for football-related issues.
- \* Helped create and coordinate "Quest for Excellence," the Athletic Department's capital campaign, which aimed to provide all Pitt athletic teams with the NCAA-allowable maximum in scholarship funding and multiple new and renovated sports facilities for soccer, track and field, wrestling, women's tennis, and other Olympic sports.
- \* Naming Fulfillment. Executed details of pledges for lockers and other naming opportunities. Finalizing verbiage for signage, and working and following-through with graphic design and sign production companies to insure installation of purchased opportunities.
- \* Designed, coordinated or edited more than 150 publications for events, mailings, programs, and media guides.
- \* Oversaw the development portion of the Athletic Department's web site. Updating of text, regular review and suggested improvements, and informing staff of updates and pertinent modifications.
- \* Maintaining and responding to general e-mail inquiries, and creating and overseeing distribution of mass e-mail messages focused on problem solving and customer-service issues.

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- \* Managed the Department of Athletics' annual fund, including an all-time high of more than \$6.7 million raised in 2006-07 – an increase of more than 76% in three years. Helped create and implement revised annual-fund solicitations and the Priority Points System, and responsible for overseeing distribution of quarterly solicitation cycle. Responsible for executing annual-fund related initiatives, including telemarketing, faculty/staff giving and increased donor outreach plan. Oversight of all donor-based seating and parking and review of printed/posted branding and messaging.

### External Support and Events

- \* Worked in direct concert with the athletic business office, ticket office, marketing, and other external athletic areas, as well as the University's offices of Institutional Advancement and Special Events. Assisted specific sport operations teams for football and men's and women's basketball.
- \* Coordinated multiple special projects assigned by the Director of Athletics and the Senior Associate Athletics Director. This included a branding and design project for the Petersen Events Center, the installation and conversion of t.Fund (Paciolan) software, creation of the Department's first Annual Report, and other confidential research. Served as the staff liaison for the Pitt Baseball Alumni Facility Task Force, the group of former Pitt baseball letter winners spearheading fundraising efforts for the Panthers' new baseball stadium project.
- \* Oversaw more than a dozen annual development and donor-related special events. Included registration, site and contract details, creation and distribution of invitations and programs, and serving as the event contact for all speakers, staff and other event personnel.

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### OTHER RELEVANT WORK EXPERIENCE

- \* *Assistant Administrator/Association Liaison* – National Association of Collegiate Directors of Athletics (NACDA), Cleveland, Ohio. July 1998 – August 2002.
- \* *Administrative Intern* – NACDA, Westlake, Ohio. July 1996 – July 1997.
- \* *Sports Information* – Notre Dame College, South Euclid, Ohio. May 1995 – July 1997.
- \* *Camp Intern* – Johnny Majors Football Camp, Pittsburgh, Pennsylvania. May 1996 – July 1996.
- \* *Communications Specialist* – Allen-Bradley, Mayfield Heights, Ohio. May 1995 – May 1996.
- \* *Sports Information* – John Carroll University, University Heights, Ohio. May 1995 – January 1996.

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### EDUCATION

*Masters of Sports Administration* – Ohio University. Sports Administration and Facility Management. June 1998.  
*Bachelor of Arts* – John Carroll University. Major: Communications. Minor: Creative Writing. December 1995.