

William Randolph Price



Objective:

To obtain an athletic director position at a division 2 school or a deputy AD or similar senior level position in division 1.

Education:

High Point University
Master of Science
Major: Sports Studies
GPA: 4.0

High Point, NC
May 2007

Radford University
Bachelor of Science
Major: Exercise, Sport, and Health Education
Concentration: Sports Administration.

Radford, VA
December 2004

Experience:

University of New Mexico Athletics

September 2022-Present

Senior Associate Athletic Director – Revenue Generation

- Part of the Senior Level Executive Team
 - Oversight of Marketing, Communications, Creative - Digital Media consisting of 11 full-time staff and 15 volunteer staff.
 - Oversight of all three budgets for Marketing, Communications and Creative totaling \$200,000.00.
- Conduct regular communication and strategic plan initiatives with the Lobo Club, Playfly and Ticket Office.
- Serve as the Athletics Branding and Licensing Director in charge of approving and denying ALL merchandise that comes through our Licensing department by working with constituents on campus and with our Licensing partner Affinity.
 - Increased 2022-23 growth in royalties by 17.6% to 582,634.69 from the previous fiscal year.
 - To date on the current 2023-24 fiscal year royalty sales are up 14% after Q1 on pace to eclipse last year's record setting year.
 - In charge of re-branding the current primary mark in 2022-23 and coming up with a completely new brand standards for athletics built on helping to strengthen the brand both regionally and nationally.
- In charge of all Media Advertising Trade - renewals, cultivation, and buys.
 - Trade dollars brought in this year reached over \$1.3 million, over a \$300,000.00 increase from last year.
- Have implemented several new initiatives within the three external areas to be pro-active in our communication to sell and market our sports, resulting in record revenue growth after just year one.
 - 2022-23
 - Women's Basketball saw an increase in home attendance by 17.5% from the previous year and over \$200,000.00 in sales.
 - Men's Basketball saw an increase in home attendance by 34% from the previous year and over \$4 Million in sales. (Was budgeted for \$3.2 Million)
 - In "The Pit" which holds over 15,400 fans; Men's Basketball saw numbers that haven't been matched in a decade during the 2022-23 season!
 - 2 Sellouts
 - 5 games of over 15,000
 - 6 games of over 14,000
 - 11 games of over 10,000
 - 3rd Largest Increase in attendance for Division 1 from previous year!

- o In (2023-24) Men's Basketball attendance increased by 14.29%, while again eclipsing \$4 Million in sales (Was budgeted for \$3.5 Million)
 - 3 Sellouts totaling the three highest numbers since 2009.
 - (15,435 NMSU), (15,437 SDSU), (15,435 UNLV)
- o Women's Basketball attendance increased by 6% in (2023-24).
- Olympic Sports Revenue Increased in year one 2022-23 at UNM from the previous year in the following categories:
 - o Volleyball - \$11,515.00 (1.15% Increase)
 - o Soccer - \$7,365.00 (1.85% Increase)
 - o Track & Field –\$71,510.00 for Hosting the NCAA Indoor Track & Field Championships
 - o Baseball - \$10,896.00 (9.4% Increase)
 - o Olympic Sports Pride Pass - \$16,925.00 (74% Increase)
- Olympic Sports Revenue Increased in year one 2023-24 at UNM from the previous year in the following categories:
 - o Volleyball - \$17,196.00 (49% Increase)
 - o Soccer - \$8,483.00 (15% Increase)
 - o Olympic Sports Pride Pass Sales – Increased thus far from last by 19.5%

University of Memphis Athletics

March 2017-August 2022

Assistant Athletic Director – Marketing, Promotions and Branding

- Oversaw all facets of the Athletics Marketing Department consisting of:
 - o Served as the Branding and Licensing Director for Athletics and select university projects in charge of approval for all internal and external material with our marks.
 - o Took part in the RFP process to secure two exclusive merchandising partners, one online and one brick and mortar.
 - Saw a record year at Memphis for Royalties eclipsing 2019's record in royalty sales (\$479,249) to \$486,709 in 2021-22.
 - Increased annual sales my last last year by almost \$400,000 to \$3,764,768.00.
 - Worked with CLC on the NIL Co-Branded License which allows student athletes to use our mark with their deals. Serve on the Memphis NIL committee in charge of coming up with MaximUM.
 - o In charge securing, managing, and selling trade deals both through renewals, and cultivation of new partners for the Athletics department. Since taking this over in 2021-22 trade sales increased by 25% at over 1 million dollars in assets from \$800,000.00 in 2019-20. Prior to leaving in 2022-23 renewals were trending on pace to eclipse \$1.2 million.
 - o Balanced a marketing budget of \$140,000.00.
 - o Developed from the ground up a fully integrated student worker program consisting of at least 15 Intern Student Workers a year, from less then 5 before arriving to Memphis.
 - In 2021-22 instituted a new program in which 2-3 upper classmen received hourly wage for working games and are given two sports as the main sport marketing contact.
 - o Supervision of the Director and Assistant Director relating to all Marketing and Advertising efforts for 8 sports and their gamedays. Consisting of: Football, Men and Women's Soccer, Volleyball, Men and Women's Basketball, Softball and Baseball.
 - o Oversaw the creative at the university for all print material, digital graphics and other marketing and advertising mediums.
 - o In-Charge of all Media Buys both cash and trade for the Athletics department as well as creation of them consisting of: Print, Digital, Radio, TV.
 - o Served on multiple committee groups as it relates to on campus initiatives.
 - o Was the Sport Supervisor for our National Championship Spirit Programs of Cheerleading (5) and Dance (15).
- Highlights at Memphis:
 - o Have the three largest attended games for Baseball at Memphis with over 2,500 vs. UT Martin in 2017. 3,027 in attendance for Baseball vs. Mississippi State in 2018 and 4,525 in 2022 vs. Mississippi State.
 - o Accomplished highest attendance on record for annual Babe Howard Classic Baseball game in Millington, TN in 2017 vs. UT Martin of over 2,000.
 - o Accomplished 3 games in Football of over 50,000 for UCLA, Navy and SMU.
 - o Recorded almost the first sellout in multiple years for Women's Basketball with 2313 in a 2500 seat arena vs. UCONN for Field Trip Day.
 - o Had 1052 in attendance for a Women's Soccer match vs. Ole Miss.

- o Led the charge in helping to promote the first ever ESPN College Gameday in 2019 resulting in largest crowd in Memphis History at 59,506.
- o Men's Basketball went from less than 8,000 a game to ranked first in the country in 2018-19 for highest spike in attendance from year to year at 13,694 a game. Followed it up in 2019-20 at 16,312 per game.
- o Have helped to manage and promote multiple of my teams at the next level of post-season play.
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 - Men's Basketball won the NIT Championship in 2020-21.
 - Men's Basketball advanced to the NCAA Tournament for the first time in well over a decade in 2021-22 and made it to the second round.
 - Men's Basketball recorded multiple sellouts in 2018 vs. Tennessee including a sellout for Memphis Madness in 2018, as well as sellouts in 2019 vs. Ole Miss, with Georgia and Houston all over 17,000.
 - Women's Basketball saw over a 68% increase in attendance at the highest in school history for the sport in 2021-22.
 - Football saw an increase in ticket sales in 2021 by \$340,377 and total season ticket revenue of \$3.6 Million. Single game ticket sales becoming the second highest sales revenue in 5 years behind 2019 at \$145,270.00.
- o Created the new student section "The Ambush" in 2021!

**Northern Arizona University Athletics
Director of Marketing and Promotions**

July 2014-February 2017

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- In charge of the Marketing of all sports, with direct oversight of Football and Men's Basketball.
 - Oversaw the assistant director, one graduate assistant and over fifteen student workers within the athletics Marketing department.
 - Balanced a marketing budget of almost \$300,000.00.
 - Was responsible for the creation and implementation of: Marketing Plans, Advertising Plans and Media Buys, Radio/TV and Print Advertising, Intro Videos and In Game "Run of Show" and sponsorship fulfillment.
 - Implemented a completely new student working contract and accountability system that both rewards students and gives them the option for class credit. As a result currently 5 students have gone on to land jobs in either professional sports or collegiate athletics upon graduation.
 - Implemented a new way to receive and track community service requests for the department online.
 - Was the Sport Supervisor for our Spirit Programs of Cheerleading and Dance, resulting in one National Championship in 2017 for Dance.
 - Highlights at Northern Arizona:
 - o In my first year hear through new marketing/advertising and game day initiatives I was able to average per-game attendance for both Football (8,000+) and Men's Basketball (1,400+/1,800+ Post-Season). As well as increase season tickets for Football by over \$19,000.00.
 - o In 2015 increased season tickets in football in year two by over \$16,000.00 from year one.
 - o Recorded a Sellout at Football for two out of my three years at NAU while averaging over 80% capacity every year.
 - o Recorded two sellouts for Men's Basketball, which hadn't been done before in 2014-15.
 - o In 2015, we were able to lead the conference in Women's Soccer home attendance while adding a state of Arizona attendance record for one game of over 3,200 fans and recording its first sellout in recent years.
 - o In 2015 Volleyball also increased in average attendance while also recording its first sellout of 1,423.
 - o Brought new promotions to game day each year consisting of, the "cutting of the log" at sporting events, indoor blimp, gatlin gun t-shirt blaster, knockerballs and the human hamster race for students as well pyrotechnics in the Skydome for Football.
 - o In 2015-16 helped start a new community partnership with FIT KIDS of Arizona and Flagstaff Unified School District (FUSD) in which Athletics is in the schools all year long to promote not just Lumberjack Athletics, but positive and healthy lifestyles in the schools.
 - o In Fall 2016 I was able to lead my team in hitting all of our revenue goals Football, Soccer and Volleyball. For Football season ticket and single game revenue goals increased to over \$122,000.00 for Season Tickets and \$226,437.00 Single Game. Soccer single game was made at over \$3,000.00 and Volleyball surpassed its Season Ticket goal (\$6,392.00) and single game of over \$5,000.00.
 - o In 2016 was instrumental in the creating of a new student section "The 7000s." With the main goal to be at games and make the student experience fun. In addition, I was able to institute a brand-new student tailgate lot experience at football, complete with a live DJ or band in the center of the lot and stage to engage the students. This lot also includes the University Food Truck, sponsors, etc.

- o In 2016 I was also able to bring on board for the first time a student rewards App **Super FanU**, for a 3-year deal, which proved to be instrumental in the success of tracking at games and enhancing the student experience.

Mid-Eastern Athletic Conference
Director of Corporate Partnerships & Marketing

July 2013-June 2014

- Responsibilities included:
 - o Marketing and Promotion for all 16 MEAC Sponsored Sports.
 - o In-charge of Cultivating new Corporate Partnerships for the Conference as well as renewals and fulfillment of current sponsors. Totaling over \$10,000.00 in new revenue while there.
 - o Update and Manage MEAC websites and social media sites.
 - o Developed marketing print materials both in-house and through outside vendors to promote the conference.
 - o Oversight of Intern Staff within the conference office for Marketing.
 - o Oversaw and ran all marketing teleconferences throughout the course of the year with both MEAC Marketing Directors and Alumni Directors at all 13 member Institutions.
 - o Was solely in charge up writing a new RFP for hiring an outside Marketing Firm for the conference office.

New Mexico State University Athletics
Director of Marketing and Promotions

September 2010-July 2013

- In charge of the Marketing of all sports, with direct oversight of Football, Men's Basketball and Softball.
- My responsibilities included:
 - o Developed marketing plans and promotional schedules for Football, Men's Basketball and Softball.
 - o In charge of all the planning, implementing and production for all print material for the Athletics department, including media trade buys such as billboard production, newspaper ads, internet banners etc.
 - o Was in charge coming up with the idea behind all Intro Videos, commercial shoots etc. for Football and Basketball.
 - o Was responsible for all Game Day production run of show for Men's Basketball, Football and Softball.
 - o Was responsible for working with multiple vendors on a monthly basis for giveaways and in-game promotions.
 - o Worked directly with the ticket office to come up with new season, min-plan and single game ticket prices each year for Football, Men's Basketball and Softball.
 - o Was responsible for renewing as well as seeking out new Food and Hotel Trade partners each year.
 - o Bringing in a total of \$57,071 in 2011. And a total of \$87,041 in 2012. A 52.5% increase year to year.
 - o Was responsible for selling all corporate hospitality and tailgate tents during Football Game Days totaling \$35,968.00.
 - o A personal accomplishment was signing up an ENTIRE elementary school for the Aggie Deputy Kid's Club bringing in a check for \$5,750.00 dollars and taking the Kid's Club from 2 to 575 in one day.
 - o Oversaw the assistant director of marketing as well as on average 8-10 student workers a year.
 - Implemented a completely new student worker program in which they get class credit for the year, which wasn't the case before I arrived in 2010.
 - I implemented a completely new program for engaging our student athletes in the community in which all requests are channeled through one online system to request visits and make sure everything was in compliant with NCAA rules.
 - As a result, NMSU reached over 5,000 hours of community service in 2011-12 setting a school record.
 - o I created and implemented a new program to help grow attendance in all sports through utilizing our student athlete body called "Aggies Supporting Aggies." In which teams are encouraged to support other teams. It proved to be a huge success in just its first year of existence.
 - o Had increased the Game Day atmosphere at Football by bringing to the school for the first time, an Inflatable tunnel and helmet for the team to run through, as well as helped implement a new corporate fan expo section located on the street to make it more family friendly.
 - o I also orchestrated a program for a tee fetching dog at all Football games my last year "Striking the Wonder Dog" and is still a tradition today!
 - o Through my leadership in marketing Softball in my first year at the helm I helped to increase single game attendance by 16% from the previous year and by 37% in the overall season attendance.
 - o Have helped to manage and promote multiple of my teams at the next level of post-season play.
 - Men's Basketball WAC Champs in 2011-12 and Softball WAC Champs in 2011.

- Have experience in running multiple tournaments at NMSU one of which was when we hosted the 2012 WAC Softball Tournament.

**James Madison University Athletics
Athletics Marketing Associate**

July 2007-May 2010

- Oversaw marketing for seven Olympic sports consisting of Men's and Women's Soccer, Volleyball, Field Hockey, Lacrosse, Baseball and Softball.
- My responsibilities included:
 - Developing marketing plans and promotional schedules for all seven sports.
 - In charge of all the planning, implementing and production for all print material for the nine Olympic sports I oversaw: consisting of weekly sporting event flyers, team posters, schedule cards, magnets, T-shirts, Puppy Pound Flyers, Newsletters, etc.
 - Dealt with multiple vendors to order attractive and exciting giveaways at games to increase attendance.
- Highlights at James Madison:
 - Increased fan attendance in all four fall sports during the 2007-08 academic year from the previous year by a combined percentage of 28%.
 - Increased fan attendance in all three spring sports during the 2007-08 academic year from the previous year by a combined percentage of 30%.
 - Increased fan attendance in all four fall sports during the 2008-09 academic year from my previous year by a combined percentage of 1.5 %.
 - Increased fan attendance for the 2009-10 academic year at all four fall sports by a combined percentage of 22% from the previous year.
 - For the spring 2010 semester I set a personal best for my combined fan attendance at all three sports increasing by 138% from the previous year.
 - Since starting in the fall of 2007 season till 2010 I raised \$65,854.00 on season ticket sales for four different ticketed sports.
 - In charge of making sure the contracts of sponsors directly involved with my Olympic Sports are being fulfilled in the combined amount of \$112,338.00.
 - Set multiple attendance records, including the highest attended game in Women's Soccer History at James Madison University, nearly doubling the previous record during my second year. Including holding the three top attendance records in Baseball, and the top attendance record in Softball.
 - Am was the acting liaison for a new community outreach program for JMU athletics.
 - Helped to implement our first year of "Purple Game Day" tailgates with the Student Duke Club at all Olympic sporting events.
 - Was in charge of supervising eight interns throughout the year.
 - Gained valuable development experience through being the sole individual responsible for cultivation of new members, sponsorship, marketing, planning and the organization of the JMU Puppy Pound Club (Kid's Donor Club)
 - Since starting in 2007 I increased the membership total to a new record high each year by 77% 1st year, 11% 2nd year, and 35% my 3rd year. And finished with increasing the membership totals by 165% and increased sales by 117%, totaling just under \$6,500.00.
 - Have had multiple experience in running a total of 11 tournaments in 3 years while at JMU.
 - Assisted the Director of Marketing with game-time preparation and in-game promotions for football and basketball.
 - Ran several Women's and Men's Basketball games in place of the Director of Marketing and serve as the sole marketing contact for all sports in the event that the Director was absent.

**High Point University Athletics
Sports Information Graduate Assistant**

Fall 2005-Spring 2007

- Wrote and updated bios for all athletes in every sport.
- Updated the athletic website with schedules and upcoming events.
- Ran the STAT-CREW program and was the official scorer for Men's and Women's Soccer as well as for Baseball.
- Was the caller at both Men's and Women's Basketball games for the Director and Assistant Director of Sports Information.
- Archived, organized, and kept extensive records of all High Point's sports.

- Sent out emails and made phone calls to media.
- Was the official contact for the sport of Cheerleading during my second year at High Point University.

Wake Forest Athletics

Fall 2006-Spring 2007

Lead Intern for Sports Marketing and Promotions

- Completed 419 hours out of a 300-hour credited internship.
- Processed mass mailings, including letters, flyers, and schedule cards.
- Responsible for comprising multiple access databases for future mailings.
- Compiled a booklet of ideas for the development of a new marketing website.
- Updated and organized CLICK-EFFECTS music database for sporting events.
 - Introduced new music for sporting events that increased crowd participation most of which they still use now.
- Conducted the half-time and post-game promotions for all Men's Soccer games.
- Composed PA game scripts for Men and Women's Basketball games as well as Baseball.
- Was given the sport of Baseball to be the sole marketing representative at multiple Baseball games and ran all aspects of in game promotions and music.
- Was responsible for the DTZ zone, an inflatable obstacle course and games for young fans, at all home football games.
- Executed and conducted multiple in-game promotions for Football, Soccer, Basketball, Baseball, and Field Hockey.
- Conducted in-game promotions during the first and second rounds of the Men's NCAA Soccer Tournament.
- In charge of operating and recording total sales for merchandising at the NCAA Final Four and Championship Games in Women's Field Hockey.
- Gained experience working during the first rounds of the 2017 NCAA tournament for Men's Basketball.

Radford University Athletics

Fall 2004

Intern for Sports Marketing and Promotions

- Created tickets, flyers, posters and table tents for upcoming sporting events.
- Involved in development of promotions to increase student attendance.
- In charge of setting up and taking down promotions.
- Set up and operated the message board at basketball games.
- Operated music for all sporting events.
- Completed 337 hours of 300-hour credited internship.

Radford University Athletics

Spring 2004

Intern for Sports Marketing and Promotions

- Operated the message board.
- Passed out programs at sporting events.
- Completed 50 hours of volunteer time.

Radford University Athletics

Spring 2003

Intern for Sports Information Department

- Wrote press releases.
- Recorded and read baseball and basketball statistics.
- Set up and operated scoreboards.
- Compiled senior athlete statistics for release to media.
- Completed 60 hours of volunteer time.