

Adam Tschuor

Senior Associate Athletics Director for Administration

University of Dayton

Summary of Specific Qualifications & Achievements

- Over a 15 years of successful, external revenue generating experience in intercollegiate athletics with demonstrated and rated efficacy as a manager of personnel. I have generated over \$66 million in revenue in that time through ticket sales, corporate partnerships, and fund raising. Oversaw the sales campaign that since 2018 has risen revenues from \$7,000,000 to over \$10,500,000.
- Led searches for, helped hire, and/or managed head coaches, including 2020 NABC Coach of the Year Anthony Grant (men's basketball), 2017 WBCA Rookie Coach of the Year Shauna Green (women's basketball), Tamika Williams-Jeter (women's basketball), Jayson King (baseball), Eric Golz (women's soccer), Sarah Haveman (cross country), Jason Ordway (track & field/cross country), Tim Horsmon (women's volleyball), Dennis Currier (men's soccer), Gip Hoagland (men's golf), and Ali Green (women's golf).
- Have assisted in the fundraising, design, construction, finance building and strategic planning for all major athletics facilities at UD over the last 6 years. This includes the transformation of UD Arena (\$78 million), the renovation of the Donohoe Basketball Center (\$4 million), the Olsen Performance Center (\$4 million), the Frericks Center and Hausfeld Court remodel (\$2 million), Von Mohr Football Practice Facility renovation (\$1.4 million), the Klesse Soccer Complex (\$0.6 million), and the Hidalgo Soccer Lounge (\$0.6 million). Soon to unveil our next upcoming projects including renovation of our existing indoor multi-sport facility and a new indoor golf facility collaboration.
- Negotiated our most recent seven figure multimedia and radio rights deal with Cox Media Group Ohio which in addition to renegotiating other key corporate relationships, lead our current partnership portfolio to their first, net \$2 million year ever. We stand as one of the few schools to handle corporate relations internally as opposed to outsourcing and consistently outperform our peers. Currently our corporate portfolio stands at net \$3 million per year.
- Have been part of a senior staff that takes academics seriously and has continued to promote excellent student-athletes in the classroom. Dayton is one of just 15 institutions to have at least three teams earn APR recognition in each of the 15 years the metric has existed. The other schools are Brown, Bucknell, Dartmouth, Davidson, Duke, Harvard, Holy Cross, Lafayette, Lehigh, Northwestern, Notre Dame, Penn, Princeton and Yale.
- Monitor the landscape of intercollegiate athletics, propose, and execute strategies in order to better position intercollegiate athletics at the University of Dayton. This leads to numerous initiatives such as the most recent restructuring of our athletic training office, the building of prospective coach profiles, helping lead our Name, Image, and Likeness Committee, establishment of our recruiting excellence fund, and the development of our team by team peer dashboard benchmarking for all sports to name a few.

Professional Experience

Senior Associate Athletics Director-Administration

University of Dayton Dayton, OH June 2012-Present

Associate Athletics Director-Revenue & Partnerships

2015-17

Assistant Athletics Director-Ticketing & Sales

2014-15

Assistant Athletics Director-Ticketing

2013-14

Director of Ticketing

2012-13

- Currently serve as member of UD Athletics senior staff reporting directly to the Director of Athletics. My main role is to assist him in the day-to-day operations of the UD Division of Athletics in all areas.
- Oversee athletics ticketing, premium seating, customer service, advertising, & alumni relations
- One of four senior athletics administrators tasked with the transformation of historic University of Dayton Arena, a \$78,000,000 project, the largest in campus history.
- Serve as part of the UD Athletics development team and manage the relationships with a half dozen of our seven figure lifetime donors.
- Part of development team that raised \$31,500,000 in 8 months for UD Arena Transformation project.
- Manage the relationship with Dayton Hoopla Inc, the NCAA Men's Basketball Championship First Four Local Organizing Committee. Also, serve on its leadership team. This organization is a key component as to why the University of Dayton is the only school to host NCAA Men's Basketball tournament games every year. Dayton Hoopla consists of over 80 companies and organizations and has raised nearly \$9,000,000 since 2012.
- Has served as sport administrator or secondary administrator for men's soccer, women's volleyball, baseball, men's golf, women's golf, and men's basketball
- Run the management of identifying, targeting, and building profiles for future potential head coach candidates for all sports and assist or lead in all head coaching searches.
- Assisted with the planning, fund raising, and implementation of plans for other athletics projects such as the renovation of the Don Donoher Basketball Center and Thomas J. Frericks Center lobby/Hausfeld Court, and the construction of the Olsen Performance Center, a combined \$10,000,000.
- As Associate AD-Revenue & Partnerships from 2015 to 2017, I had oversight of over \$10,000,000 in external revenue from ticket sales, corporate partnerships, premium seating and other assorted revenue annually.
- Managed all corporate development efforts, rose from net \$1,900,000 to \$2,200,000. Corporate sales are internal to UD Athletics, not outsourced. Has risen to nearly net \$3,000,000 annually currently.
- Despite having one of the most successful revenue generating men's basketball programs in the country. Exceeded budget goals by over \$5,000,000 in ticket sales & seat licenses in my ten years at UD.
- Since 2012 in women's basketball, we have raised ticket prices by 250%, raised revenue by 150%, and had our highest average attendance in 2016-17 at 2,890 and top 50 nationally in attendance the last 4 years.

Director of Ticket Sales and Premium Seating

Ball State University Muncie, IN June 2008- May, 2012

- Held accountable for ticket sales goals set by the university. Set record overall sales number twice in four years including Ball State's first \$1 million ticket sales season in 2011. In total exceeded goals by nearly \$800,000.
- Responsible for group sales and hospitality and event venues. Increased average football group sales by 115% and basketball group sales by 236%.
- Prospect with current and potential customers through sales, donations, and seat upgrades.
- Responsible for the sale of football and basketball premium seating (sold out all four years for football and men's basketball).
- Managed, created, and executed all advertising related to revenue generation
- Manage interns and graduate assistant, event staff, fall ticket sales class, and assist management of box office staff.

- Served as the department liaison to the Muncie/Delaware County and Greater Indianapolis Chambers of Commerce.
- Team Leader on Academic Success Committee for Ball State Student-Athletes.

Graduate Assistant/ Athletic Ticket Office

Ball State University

Muncie, IN

July 2007-May, 2008

- Assist with day-to-day and event ticket operations.
- Interact with current and potential customers through sales.
- Aided in the handling of athletic dept. finances.

Games Supervisor/Casino Manager Backup

Harrah's Entertainment

Council Bluffs, IA

May 2005-Nov, 2006

- Oversaw pit/casino operations and personnel (12 to 34 employees)
- Employee development and management (6 to 10 employees).
- Maintain and promote a fun gaming environment focused on customer service and entertainment.

Education

Ball State University, Muncie, IN

Master of Arts in Sport Administration, May '10

Emphasis: Higher Education

Creighton University, Omaha, NE

Bachelor of Science in Business Administration, August '05

Major: Finance *Men's Golf Team*, (2001-2005)

Organizations & Other Experience:

- Certificate of Leadership in Supervision from the UD Center for Leadership
- Member of the Board for the Local Organizing Committee of the NCAA Men's Basketball Tournament's First Four
- Past Adjunct Professor of Sport Management-University of Dayton, 2016-17
- 2021 Dayton Business Journal 40 Under 40 Recipient
- University of Dayton Committee on Young Alumni Engagement-2013
- American Advertising Federation
 - 2011 ADDY-AAF/ECI Best in Show Award- Interactive Media
 - 2011 Gold ADDY-AAF/ECI Award for Men's Basketball E-Campaign
- National Association of Collegiate Directors of Athletics
 - 3 Time Mentoring Institute Attendee
- National Association of Collegiate Marketing Administrators
 - Awards & Strategic Communications Committees
 - Conference Representative (MAC)
 - Veterans Summit Invitee
- National Association of Athletics Ticket Sales & Operations- Board of Directors (2014-2018)
- National Board of Advisors for the Sports Management & Entertainment Master's Program at Trevecca Nazarene University (2022 to present)
- Certified Crowd Manager by the IAVM
- 2018 Collegiate Athletics Leadership Symposium Attendee
- Past NCAA Championships Site Representative-Women's Soccer & Men's Tennis
- 2022 NABC Collegiate Coaching Consortium Attendee
- Certified in Mental Health First Aid by the National Council for Mental Wellbeing