

MIKE HILL

EXECUTIVE ASSOCIATE ATHLETICS DIRECTOR FOR EXTERNAL AFFAIRS UNIVERSITY OF FLORIDA

SELECTED ACHIEVEMENT HIGHLIGHTS

Negotiated \$8.5 million naming rights agreement for Exactech Arena at the Stephen C. O'Connell Center, the first of its kind at the University of Florida.

Negotiated multi-million dollar multi-media rights agreement with Fox Sports/IMG, one of the most comprehensive of its kind in college athletics history, includes sponsorships, marketing rights, production of live and replay telecasts of Gator athletic events, radio and digital rights; act as primary liaison to the property.

Led searches for, helped hire and/or managed head coaches, including Mike White and Billy Donovan (men's basketball), Urban Meyer and Dan Mullen (football), Amanda Butler (women's basketball), Emily Glaser (women's golf), Tim Walton (softball), Bryan Shelton (men's tennis), Jenny Rowland (gymnastics), and Roland Thornqvist (women's tennis).

Created the Innovation Working Group, awarding grants to employees and departments who submit proposals which solve organizational challenges with cutting-edge, innovative solutions, including CRM (customer relationship management) and data analytics programs, TeamWorks app to communicate critical information to student-athletes, and on-court projection system to enhance the fan experience.

Cultivated and developed a partnership with the UF College of Journalism and Telecommunications to house GatorVision (athletics television, radio and digital operations) staff in the College's headquarters and develop a fully integrated operation to create hands-on learning experiences for students.

PROFESSIONAL EXPERIENCE

University of Florida Athletic Association, Inc. (1993 – Present)

Executive Associate Athletics Director for External Affairs (July 2012 – Present)

- Report directly to Director of Athletics as senior member of executive team.
- Serve as chief marketing officer and brand manager, overseeing revenue development for a \$126 million operation.
- Serve as a primary adviser to the Director of Athletics and help lead searches in the hiring of head coaches.
- Supervise men's basketball and men's tennis.
- Member of administrative fund-raising team, developing strategy, cultivating donors, and securing major gifts.
- Helped secure \$2,000,000 gift to name the Bill Heavener GatorVision Suite.
- Generated \$6.1 million for endowment as part of the largest single-day fund-raiser in UF history when chairing *100 Years of Florida Football*
- Helped secure \$500,000 gift from Gatorade for the Hawkins Center for Academic and Personal Excellence.
- Created the Florida Football Ring of Honor.
- Lead organization's strategic planning process.
- Coordinate aggressive marketing and promotions campaigns for 21 sports, with six sports ranking in the nation's top 10 in average attendance.
- Manage corporate partner relationships with Nike, Pepsi and Gatorade.
- Supervise the communications department, including social media, digital content, strategic communications, public relations and media services.
- Oversaw purchase and installation of \$8 million in video boards at Ben Hill Griffin Stadium and O'Connell Center.
- Oversaw installation of \$4 million video control room in partnership with UF College of Journalism and Telecommunications.

University of Florida Athletic Association (*continued*)

- Oversee ticketing operations.
- Led UF's integration into the new SEC Network, which debuted in August of 2014.
- Direct television and video department, which produces programming for Sun Sports/FSN Florida airing in nearly 6.5 million homes, as well as gatorzone.com.
- Appointed by Southeastern Conference Commissioner to serve on SEC Fan Experience Working Group to analyze attendance trends and enhance in-game experience at SEC venues.
- Oversee 30-affiliate sports radio network, the largest in the state of Florida, featuring live broadcasts for football and men's basketball, call-in shows, etc., as well as local broadcasts of baseball, women's basketball, women's lacrosse, women's soccer, softball, and women's volleyball.
- Launched original web site floridagators.com and GatorVision Online, a video streaming service that allows fans to watch Gator athletics content.
- Serve as executive producer of TV coaches' shows for football and men's basketball.
- Supervise courtesy car program.
- Supervise 71 full-time staff members.

Prior University of Florida Athletic Association Roles

Senior Associate Athletics Director for External Affairs (2010 – 2012)

Associate Athletics Director for External Affairs (2005 – 2010)

Assistant Athletics Director for External Affairs (2002 – 2005)

Assistant Athletics Director for Marketing (2000-2002)

Director of Marketing & Promotions (1996-2000)

Marketing Coordinator (1993-1996)

Ball State University Men's Intercollegiate Athletics Department (1992 – 1993)

Assistant to the Director of Athletics

- Directed marketing and promotional efforts for men's athletics, including men's basketball and football.
- Created and developed corporate sponsorship program, including the first-ever game day sponsorship of a Ball State football game.
- Developed a new, comprehensive radio rights agreement with local affiliate to broadcast football and basketball.
- Assisted with game management at home athletic events.
- Produced multiple special events, including Midnight Madness and men's basketball banquet.
- Oversaw spirit squad programs.

Blockbuster Bowl (1990-1992)

Assistant Executive Director

- Oversaw marketing for a new bowl game, which launched at Joe Robbie Stadium in Miami, Fla., and featured a sell-out crowd of 74,000 for the Florida State-Penn State game.
- Scheduled and participated in team selection visits.
- Designed and sold corporate sponsorship packages.
- Created and scheduled print and electronic media advertising campaigns.
- Wrote and designed print collateral materials.
- Coordinated summer football clinics program for underprivileged youth.

University of North Carolina (1988 – 1990)

Sports Information Student Assistant

- ❑ Assisted in writing, editing and design of game programs, media guides and press releases.
- ❑ Kept statistics at home athletic events.
- ❑ Assisted with event management at special events, including the NCAA Men's Basketball East Regionals (1988), ACC Lacrosse Tournament (1988), ACC Men's Soccer Tournament (1989), ACC/Big East Challenge (1989), and ACC Men's Basketball Tournament (1990).

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

American Cancer Society Real Men Wear Pink "Real Man of the Year" Fundraiser, 2017
University of Florida Campaign Communications Committee, March 2016 - Present
University of Florida Branding Steering Committee, April 2013 - Present
SEC Fan Experience Working Group, 2012 - Present
National Association of Collegiate Marketing Administrators, 1993-Present
Climb for Cancer Board of Directors, 2009 - Present
Chair of Southeastern Conference Marketing Directors, 2002 - 2008
North Central Florida YMCA Board of Directors, 1999 - 2003
American Cancer Society/Alachua Unit Board of Directors, 1996-1998
College Sports Information Directors Association, 1991-1993

EDUCATION

Bachelor of Arts (BA) in Political Science and Communications (TV, Radio, Motion Pictures)
University of North Carolina at Chapel Hill, 1990