

# PROPOSAL FOR EXECUTIVE SEARCH SERVICES



## **VIRGINIA MILITARY INSTITUTE** **DIRECTOR OF INTERCOLLEGIATE ATHLETICS**

**SUBMITTED BY:**



**Collegiate  
Sports Associates**  
executive search & consulting

[www.collegiatesportsassociates.com](http://www.collegiatesportsassociates.com)



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**PROPOSAL for EXECUTIVE SEARCH SERVICES**  
***Virginia Military Institute***  
***Director of Intercollegiate Athletics***

**OUR PURPOSE**

Collegiate Sports Associates (CSA) was founded in 2010 by longtime Division I Director of Athletics Todd Turner. CSA's purpose as a search firm is defined by a commitment to assist our Athletics Director colleagues, Presidents, and other institutional leaders in preserving an alignment between the mission of athletics with that of the institution. In 2023, Collegiate Sports Associates transitioned to new leadership when Drew Turner stepped into the role of President after spending the previous four years as the company's Chief Operating Officer (COO). As with Todd, Drew began his career working on campus – holding athletics administration positions at three different Division I institutions.

During our fourteen-year history, CSA has become one of the most respected executive search firms in intercollegiate athletics and the premier firm for leading executive searches for Division I Directors of Athletics. Unique to Collegiate Sports Associates is that our leadership team is not only an established executive search firm; we have the unmatched experience of also being proven leaders in higher education and the industry of intercollegiate athletics.

As former directors of athletics and senior campus administrators, we understand the importance of finding the right leader for your athletics program. The success of VMI Athletics is not only crucial to the athletics department but is vital to the reputation of the institution and creates a sense of pride for Keydet alumni and supporters.

**THE COLLEGIATE SPORTS ASSOCIATES DIFFERENCE**

Since our founding in 2010, CSA has conducted over 300 executive searches for senior officials across the sports landscape, including **an industry-leading 37 Division I AD searches since 2020**. In addition to our relevant work leading dozens of high-profile Division I Athletics Director searches, **CSA has significant experience working with the Southern Conference and its member institutions, having conducted a search for the SoCon's commissioner in 2023**. Additionally, CSA worked with SoCon peers **University of North Carolina at Greensboro (2021), Western Carolina (2020), and Furman University (2019)** on their most recent Director of Athletics searches, giving us an unmatched familiarity and understanding of the league and the profile of its institutions.

Furthermore, CSA has significant experience conducting executive searches at military institutions, having conducted projects for **The United States Military Academy (2019 and 2014)** and **The United States Air Force Academy (2019)**.



### **OUR TEAM**

Collegiate Sports Associates' leads for this project will be Chairman & Founder **Todd Turner** and President **Drew Turner**. Todd and Drew will be supported by the entire CSA team which includes Vice President & Chief of Staff **Marcy Lanoue**; Senior Consultant **Craig Littlepage**; Director of Operations **Clay Pfeifler**; and Director of Strategic Communications **Steph Garcia Cichosz**. This team of experienced professionals represents a diverse cross section of individuals with unrivaled expertise and intimate knowledge of the issues that define college athletics and higher education. *Each of these team members' professional bios are included at the end of this proposal.*

### **OUR PROCESS**

#### **TIMELINE**

We expect it to be VMI's desire to complete this search process in a timely manner. CSA is comfortable with an efficient timeline having completed several recent Athletics Director searches in less than 90 days. The time frame is influenced by the availability of the Superintendent and the members of the search committee; we have found that a well-organized and engaged search committee can typically complete an effective search between 30 and 90 days. Ultimately, CSA will work with the Superintendent and Search Committee Chair to ensure the timeframe meets the institute's needs and expectations.

## SAMPLE DIRECTOR OF ATHLETICS SEARCH PROCESS

- Kickoff Meeting with Superintendent and Search Committee Chair
  - Discuss VMI Athletics Director Candidate Profile
  - Finalize Search Process Logistics, Confirm Timeline, and Position Details
- CSA Campus Visit
  - Stakeholder Group Meetings (*can be conducted virtually*)
    - Head Coaches
    - Senior Athletics Staff
    - Cabinet of SAAC (Student-Athlete Advisory Committee)
    - Commandant's Staff
    - Select Key Donors
  - Search Committee Kickoff Meeting
    - Discuss Committee's Role and Search Process
    - Confirm Timeline and Set Meeting Dates
- Finalize Position Profile and Post Job Advertisement
- Candidate Review with Committee: Selection of 6-8 Semi Finalists
- Conduct Semi-Finalist Interviews with 6-8 Candidates (*can be virtual*)
- In Person Candidate Interviews with Final Candidate(s)
- VMI Names New Director of Intercollegiate Athletics

## STAKEHOLDER INTERVIEWS & POSITION PROFILE

The search process begins with an assessment of expectations and opinions about the position from key Institute stakeholders. With the Institute's assistance in identifying critical groups and individuals, CSA will interview and/or survey key stakeholders. We will then develop and submit for institute review and approval a required set of skills and competencies for the position. This will include written specifications that outline the required skill set, competencies, position responsibilities, and criteria for success as VMI's Director of Intercollegiate Athletics. We will develop an action plan for accomplishing the major steps in the search process, including a timeline and transition plan to match the needs of the Institute.

## RESEARCH, PROSPECT IDENTIFICATION AND FINDING THE RIGHT FIT

CSA prides itself in developing a candidate pool that will meet job specifications and, most importantly, fit the unique culture of the Virginia Military Institute. Our work as experienced collegiate sports and higher education experts has enabled us to work with and know some of the best and brightest in the business of higher education and sports. We will utilize our broad network of contacts to identify and encourage interest in the position from a diverse pool of individuals who meet the position specifications and will contribute positively to the mission of VMI and Keydet Athletics.

We appreciate and understand the importance of an open and inclusive yet confidential search process that encourages and includes a wide range of candidates from diverse backgrounds.

## STRATEGIES AND EXPERIENCE IN RECRUITING MINORITIES AND WOMEN

CSA will engage in research and data gathering to provide qualified and diverse candidates that fit VMI's desired AD profile. CSA supported 26% of all DI Athletic Director searches that made a hire in 2023, with those searches representing **one-third of all female AD hires and half of all minority AD hires** in DI college athletics.

**Since 2021, 47% of finalist candidates for CSA-led AD searches have been female and/or minority candidates, while 50% of those searches resulted in the hire of a female and/or minority candidate.** By comparison, 38% of the 110 DI AD searches not led by CSA from 2021-23 resulted in the hire of a female and/or minority candidate and 32% of active DI Athletic Directors are female and/or minority leaders.

We develop highly qualified, diverse candidate pools because we constantly work to identify and build relationships with top professionals well before they become candidates in a search. We discover promising candidates through our vast network of professional colleagues within Division I athletics, especially within the LEAD1 Association, the NCAA-sponsored Pathway and Leadership Institute programs, the National Association of Collegiate Directors of Athletics (NACDA), Women Leaders in College Sports (WLCS), Minority Opportunities and Interests Committee (MOIC) and Minority Opportunities Athletics Association (MOAA). Further, CSA will communicate directly with these organizations seeking recommendations for this position. Our success in identifying and recruiting talented and diverse candidate pools speaks for itself in our previous placements, which represent many of the most respected industry veterans and emerging leaders in administration and coaching. Below are the minority and female placements for our Director of Athletics and Commissioner searches.

## CSA AD AND COMMISSIONER PLACEMENTS - MINORITIES & WOMEN



Sandy Barbour – Director of Athletics, Penn State University



Alan Haller – Director of Athletics, Michigan State University



Desiree Reed-Francois – Director of Athletics, Univ. of Nevada, Las Vegas



Marvin Lewis – Director of Athletics, George Mason University



Jennifer Strawley – Director of Athletics, Elon University



David Harris – Director of Athletics, Tulane University



Ashwin Puri – Director of Athletics, La Salle University



Renee Baumgartner – Director of Athletics, Santa Clara University



Stan Wilcox – Director of Athletics, Florida State University



Bryan Blair – Director of Athletics, University of Toledo



Marcus Blossom – Director of Athletics, Creighton University



Beth Goetz – Director of Athletics, Ball State University



Dr. Lisa Campos – Director of Athletics, University of Texas, San Antonio



Adrian Dowell – Director of Athletics, University of Nebraska at Omaha



Raynoid Dedeaux – Director of Athletics, Alcorn State University



Maisha Kelly – Director of Athletics, Drexel University



Charles Guthrie – Director of Athletics, University of Akron



Diana Sabau – Director of Athletics, Utah State University



Dr. Debbie Snell – Director of Athletics, Hawai'i Pacific University (DII)



Alex Gary – Director of Athletics, Western Carolina University



Karen Yoder – Director of Athletics & Physical Ed., Cal Maritime (NAIA)



Omar Banks – Director of Athletics, Campbell University



Mary Ellen Gillespie – Director of Athletics, University of Hartford



Julio Friere – Director of Athletics, University of South Carolina, Upstate



Susan Harriman – Director of Athletics, University of California, Santa Cruz (DIII)



David Harris – Director of Athletics, Northern Iowa University



Keith Gill – Director of Athletics, University of Richmond



Erick Harper – Director of Athletics, Univ. Nevada-Las Vegas



Gerald Harrison – Director of Athletics, Austin Peay State University



Sherika Montgomery – Commissioner, Big South Conference



Anton Goff – Director of Athletics, Prairie View A&M University



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## PROSPECT EVALUATION AND INTERVIEWS

Collegiate Sports Associates manages an online digital search platform that allows our clients to view in-depth research, job history, compensation and additional information that is critical to the search process. Our clients have found that this tool allows them to efficiently evaluate their candidate pool so that they can determine which candidates are the best fit for their vacancy. **The Superintendent, Search Committee and any others that are designated will gain 24/7 password protected access to this online digital platform, updated throughout our research and recruitment efforts.**

CSA will manage all contact with prospective candidates and coordinate all interviews as needed. We will collect professional resumes, research backgrounds, and evaluate credentials to identify and recruit priority candidates to present to the Superintendent and AD Search Committee.

Throughout the search process, CSA will be in regular communication with VMI's primary point of contact and will communicate process and progress as needed with the full search committee, including a post-recruitment debrief. We also communicate regularly with candidates, including active recruitment of priority candidates, coordination of interview logistics and process, and the final communication of candidacy outcomes. Put simply, CSA will be in constant communication with both search committee chair and your candidates throughout the duration of the search to ensure an efficient, successful search.

## REFERENCING AND BACKGROUND INVESTIGATIONS OF APPLICANTS

We rely upon our extensive network of contacts in higher education to provide referencing and background information on qualified candidates. Candidly, CSA has a unique advantage when it comes to referencing prospective candidates; our more than 100 years of combined on-campus experiences allows us to discover information that may not be available to most search firms. Because of our experience as industry practitioners, we have deep, trusted relationships in this business – we know people as more than just candidates for job opportunities, allowing us to provide our clients with unmatched information on prospective candidates.

In addition to our candidate referencing, CSA conducts extensive reviews of online information and social media profiles of finalists for the position. CSA has also developed a self-assessment report form to be completed by every finalist for the position. This serves as a medium for candidates to self-report issues and circumstances that are part of their professional and personal past which are checked against our own research and referencing. We will provide the Superintendent and those he designates with summary information about highly qualified candidates.

CSA works with FirstPoint Insight, Inc. of Greensboro, NC to conduct formal background checks for final candidates that include degree verification, driving records, a credit record, criminal records, and civil suits records.

## SEARCH GUARANTEE

If a candidate introduced by CSA and hired by VMI is terminated for cause or resigns, other than due to death, disability, change in the position responsibilities or any other change that is internal to VMI, within one year from the date of hire, then, CSA will conduct a search to find a replacement for such candidate charging only for expenses. **It is important to note that CSA has never had a placement that was terminated for cause or resigned within this one-year window.**



## **REFERENCE PROJECTS**



### **Southern Conference – Search Services for Commissioner (2023)**

**Placement:** Michael Cross

**Reference:** Dr. Elizabeth Davis, President – Furman University

(e) [elizabeth.davis@furman.edu](mailto:elizabeth.davis@furman.edu)

(m) (254) 405-1650



### **Army West Point – Search Services for Director of Athletics (2019)**

**Placement:** Mike Buddie

**Reference:** Gen. Darryl A. Williams, Fmr. Superintendent

Reference: Bryant "Corky" Messner, Army West Point Athletic Association Board Chairman

(e) [cmessner@messner.com](mailto:cmessner@messner.com)

(o) (303) 623-1800



### **Towson University – Search Services for Director of Athletics (2022)**

**Placement:** Dr. Steve Eigenbrot

**Reference:** Dr. Kim Schatzel, President

(e) [kschatzel@towson.edu](mailto:kschatzel@towson.edu)

(o) (410) 704-2356



### **George Mason University– Search Services for Director of Athletics (2023)**

**Placement:** Marvin Lewis

**Reference:** Craig Esherrick, Committee Chair and Associate Professor

(e) [cesheric@gmu.edu](mailto:cesheric@gmu.edu)

(o) (703) 993-9707



### **College of William & Mary – Search Services for Director of Athletics (2021)**

**Placement:** Brian Mann

**Reference:** Jeremy P. Martin, Vice President for Strategy and Innovation

(e) [jpmartin@wm.edu](mailto:jpmartin@wm.edu)

(o) (757) 221-1258



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## **WHAT OTHERS ARE SAYING ABOUT COLLEGIATE SPORTS ASSOCIATES**

*"We were impressed by the team CSA assembled for the UNCG athletics director search – each of whom brought a rich set of skills, expertise, and national connections. We had an ambitious timeline for our search and Drew and team were able to meet our timeline while adhering to our robust process and commitment to developing a rich and deep pool of impressive candidates. They were easy to work with and always responsive making us feel as if we were their most important client."*



**Dr. Franklin D. Gilliam**

Chancellor

University of North Carolina, Greensboro

(e) [fgilliam@uncg.edu](mailto:fgilliam@uncg.edu)

(c) (336) 706-7680

*"Thank you to CSA for all of their efforts to realize a successful AD search at Towson University. The pool was outstanding and CSA really listened to me and the committee when we described what a successful candidate would bring to the table - and then delivered candidates that fit that bill. Just outstanding! Steve Eigenbrot was the absolute right choice for Towson University at this moment. We are all looking forward to supporting his success."*



**Dr. Kim Schatzel**

President

Towson University

(e) [kschatzel@towson.edu](mailto:kschatzel@towson.edu)

(c) (410) 704-2356

*"Craig and Collegiate Sports Associates sought first to understand fully our circumstances. That required a lot of listening and learning at the outset, then applying his decades of experience to our specific circumstances in crafting a leadership profile that fit. He then brought to bear his incredible network to identify folks who could succeed here, reminding us throughout the process of what we knew we needed in our next leader. Ultimately, we made a great choice, one that wasn't obvious at the beginning yet was a person primed to succeed, because of Craig's thoughtful approach and encouragement along the way."*



**Jeremy P. Martin**

University Chief of Staff

College of William & Mary

(e) [ipmartin@wm.edu](mailto:ipmartin@wm.edu)

(c) 757-707-0439



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## **DIRECTOR OF ATHLETICS AND CONFERENCE COMMISSIONER SEARCHES**

*Those in bold italics are still currently in their role.*

*\*indicates an ongoing search*

	<b><i>University of Akron (2021)</i></b>		<b><i>La Salle University (2023)</i></b>
	Alcorn State University (2022)		<b><i>Long Beach State (2023)</i></b>
	<b><i>Appalachian State University (2015)</i></b>		<b><i>University of Louisville (2022)</i></b>
	<b><i>Army West Point (2019)</i></b>		<b><i>University of Maine (2022)</i></b>
	<b><i>Austin Peay State University (2018)</i></b>		Univ. of Maryland, Baltimore County (2013)
	Ball State University (2018)		<b><i>Miami University (O) (2012)</i></b>
	<b><i>Big South Conference (2023)</i></b>		<b><i>Michigan State University (2021)</i></b>
	<b><i>Boise State University (2020)</i></b>		University of Missouri (2016)
	Boston College (2020)		<b><i>University of Mississippi (2019)</i></b>
	<b><i>Bowling Green (2) (2022 / 2013)</i></b>		<b><i>Mount St. Mary's University (2023)</i></b>
	<b><i>California Maritime Academy (2020)</i></b>		<b><i>Murray State University (2022)</i></b>
	<b><i>Univ. of California, Santa Cruz (2018)</i></b>		<b><i>University of Nebraska-Lincoln (2021)</i></b>
	Campbell University (2019)		<b><i>University of Nebraska Omaha (2021)</i></b>
	<b><i>University of Cincinnati (2019)</i></b>		<b><i>UNLV (2) (2021 / 2017)</i></b>
	Clemson University (2012)		University of Nevada, Reno (2013)
	Cleveland State University (2017)		<b><i>UNC Greensboro (2021)</i></b>
	<b><i>Creighton University (2021)</i></b>		Northern Iowa University (2016)
	<b><i>Drexel University (2021)</i></b>		Oakland University (2014)
	<b><i>Elon University (2023)</i></b>		<b><i>Ohio State University (2023)</i></b>
	Florida State University (2013)		Penn State University (2014)
	<b><i>Furman University (2) (2019 / 2015)</i></b>		<b><i>Portland State University (2022)</i></b>
	<b><i>Gardner-Webb University (2022)</i></b>		<b><i>Prairie View A&amp;M University (2023)</i></b>
	<b><i>George Mason University (2023)</i></b>		Presbyterian College (2019)
	<b><i>University of Georgia (2021)</i></b>		<b><i>Univ. of Richmond (2) (2017 / 2012)</i></b>
	Hartford University (2017)		<b><i>San Diego State University (2016)</i></b>
	<b><i>Hawai'i Pacific University (2021)</i></b>		<b><i>Santa Clara University (2015)</i></b>
	James Madison University (2024)*		<b><i>Southern Conference (2023)</i></b>



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Kent State University (2010)



University of South Dakota (2010)



*St. John's University (2018)*



Stetson University (2024)\*



Univ. of Tenn., Chattanooga (2013)



*Univ. of Texas, San Antonio (2017)*



*University of Toledo (2022)*



*Towson University (2022)*



*Tulane University (2023)*



*USC Upstate (2) (2023 / 2017)*



*Utah State University (2023)*



*Virginia Tech (2014)*



*Wake Forest University (2019)*



*Western Carolina Univ. (2) (2019 / 2011)*



*William & Mary (2021)*



Winthrop University (2016)



Univ. of Wisconsin-Milwaukee (2012)



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## **FEES and SERVICES**

Our overall objective is to provide the level of support that will ensure a successful search. **We will customize our services to meet the needs of VMI.** Below is a sample of services that we typically offer during a Director of Athletics search.

### **FULL EXECUTIVE SEARCH SERVICES: \$55,000 plus approved expenses.**

**CSA's Full Executive Search services include but are not limited to:**

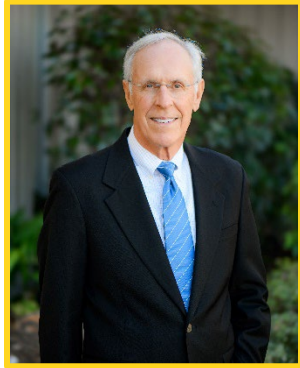
- We will ensure confidentiality and discretion throughout the high-profile search process by utilizing our password protected digital hiring platform to collect and provide confidential access to vital information and data on all applicants and targeted candidates. This includes resumes and background details provided by the candidate as well as information developed through our own research. The only people with access to this information will be those designated by the Superintendent and Search Committee Chair.
- Manage all inquiries, recommendations, and applications, relieving you and your staff of the time-consuming responsibility of running the daily tasks that define a major search.
- We will use our vast network of professional relationships within the industry to research and vet priority candidates and identify those that may be unknown to the institution, but who fit the institution's desired profile and have an interest in the job.
- Survey candidates' behavior and history of social responsibility (e.g. NCAA compliance history, legal issues, social behavior, etc.) through a CSA developed self-assessment tool.
- We will coordinate and conduct criminal, financial, educational, and social media background checks on your final candidate(s).
- Consult with you consistently and on a timely basis on the candidate pool with the goal of quickly developing a short list of targeted candidates that fit the institution's profile.
- Pay close attention to helping you identify and recruit minority candidates.
- As requested by the institution, serve as a liaison between the institution and the priority candidates and their representatives.
- Consult with you on a competitive compensation package that meets your budget.
- Manage and coordinate all interview logistics, including candidate travel and preparation of interview materials.
- At the request of the institution, a member from the CSA leadership team will travel for onsite interviews and to help coordinate those meetings.

## **PAYMENT TERMS**

Payments made by the Virginia Military Institute to CSA will be made according to the following schedule: VMI will pay CSA ½ of the agreed upon fee within 30 days of the official start of the search. The balance of

the fee along with any pre-approved out-of-pocket expenses will be due within 30 days of the appointment of the new Director of Intercollegiate Athletics.

### **TEAM BIOS**



## **TODD TURNER**

### **Chairman & Founder**

Todd Turner has served the intercollegiate sports world for over 40 years as an administrator, sports entrepreneur, teacher, and mentor to students, coaches, and colleagues.

He has held the position of Director of Athletics at four major NCAA Division I Universities over a twenty-one-year period. Turner began his career in collegiate sports administration at the University of Virginia (1976-1987). He served as Director of Athletics at the University of Connecticut (1987-90); NC State University (1990-96); Vanderbilt University (1996-2003), and the University of Washington (2004-2008).

He is most noted for his work on NCAA Academic reform while at Vanderbilt University. Through his determined leadership, the concept of applying competitive rewards and penalties to the academic performance of student-athletes became a reality in 2005 when the NCAA membership voted to adopt the principle. Turner's push for academic policy changes first began in 1998 gaining the support of the Southeastern Conference membership before being adopted by the NCAA. In 2002, he was appointed as Chair of the NCAA Working Group on Academic Incentives and Disincentives which developed and recommended the fundamental principles that led to the creation of an Academic Progress Rate used today by the NCAA as the metric for measuring academic performance.

Turner is a past President of the Division 1A Athletic Directors' Association (now LEAD1) and a former member of the Association's Board of Directors. He is also the author of the Association's original "Code of Ethics" and "Statement of Core Values" for Division 1A Directors which are foundational documents for the profession. In 2012, he was named the recipient of the Homer Rice Award, presented by the Association to a former athletic director with a distinguished career, who has made a significant impact on the profession and intercollegiate athletics.

In 2010, after working for two years with Winston-Salem, NC based International Sports Properties (now Learfield/IMG College) to establish a collegiate consulting and executive search practice, Turner formed his own company, Collegiate Sports Associates, to provide similar services to a broader range of collegiate sports clients. As Chairman and Founder, he personally directs all services provided by the company.

Turner received a Bachelor of Arts degree in Religion from the University of North Carolina at Chapel Hill in 1973. In 1976, he earned his M.Ed. in Sports Administration from Ohio University where he was honored with the Ohio University Graduate School's Distinguished Alumni Award in 1993.

### **CONTACT INFORMATION:**

910-986-3104 (c)

## DREW TURNER

### President



Drew Turner serves as President of Collegiate Sports Associates, a role that he transitioned into in January of 2023 after initially joining the firm as Vice President & COO in June of 2019. In Drew's role as President he is responsible for the oversight of the company which includes setting the strategic vision for the firm. He is involved in all of CSA's executive search projects, identifying and recruiting candidates for positions represented by CSA and supports the company's consulting practice.

Since joining CSA, Drew has worked on or led more than 200 executive searches that include searches for head coaches, athletics directors, commissioners, and senior administrators. Additionally, Drew has participated as part of the lead project team in all of CSA's consulting projects. Since joining CSA in 2019, Drew has helped lead the company to record highs in number of projects led and revenue generated. With the exception of the COVID year in 2020, every year since Drew has been with the firm has been a record year for the company. In Drew's first year as President (2023), CSA set a record for the number of projects led in a calendar year and for revenue generated. Since joining the firm in 2019, CSA's annual revenue has increased by over 100%. Additionally, Drew has helped position the firm as one of the leading executive search and consulting firms in intercollegiate athletics, effectively managing 175 projects over the past four years which is more projects than the firm had led in the nine years prior to his arrival.

Prior to joining CSA, Drew served for six years as a member of the athletics development team at Old Dominion University. As Associate AD for Development, he managed the Monarchs external fundraising team where he helped lead the Old Dominion Athletic Foundation (ODAF) to back to back record fundraising years. In addition to these primary duties, Turner chaired the ODAF's \$40M athletics fundraising campaign, served as a member of the executive committee for the \$70M renovation of S.B. Ballard Stadium, was a member of the President's \$250M university campaign steering committee, the Athletic Director's and Vice President's senior leadership teams, and was the sport administrator for several ODU varsity sports programs.

Prior to his time at ODU, Drew held athletic fundraising positions with Duke University and the University of South Carolina. He received his undergraduate degree in Business Administration at the University of South Carolina and earned a Master of Business Administration from ODU. Before transferring to South Carolina, Drew attended Elon University where he was a member of the football team.

Drew is an active participant and frequent panelist for several professional development programs such as the NCAA Pathway Program, the Collegiate Athletics Leadership Symposium (CALS), TopConnect, the NextLevel Coaches Convention, among others. Additionally, Drew was recently recognized by the national publication *The Athletic* as a member of their "40 under 40" class, which highlights the most influential people in Men's College Basketball under the age of 40.

#### **CONTACT INFORMATION:**

757-724-7583 (c)



## MARCY LANOUE

### Vice President and Chief of Staff



Marcy Lanoue joined CSA as Vice President and Chief of Staff in November 2023 following 15 years of on-campus athletics administrative experience.

Lanoue most recently served as Senior Associate Director of Athletics, Chief Development Officer, and Senior Woman Administrator at the University of San Diego. During her six years with the Toreros, Lanoue led the marketing, sales, communications, branding, and fundraising units. In her role, Lanoue was the department's liaison with stakeholders from the NCAA, West Coast Conference, and university Board of Trustees, having been selected by University President Dr. James Harris to serve as on the University's Strategic Planning Committee. As a member of USD Athletics' Executive Leadership team, Lanoue was a champion for DEI and Title IX initiatives and had significant involvement in developing the department's strategic plan.

Prior to her time in San Diego, Lanoue served as the Associate Athletics Director of Development at the University of Southern Mississippi, where she was charged with increasing fan and alumni engagement and overseeing a portfolio of major gift and annual gift individuals, as well as leading premium seating sales and management for Southern Miss Football. Lanoue also had stops at the University of South Florida, where she worked in development and external affairs, and the University of Miami, where she specialized in events and ticket operations. Lanoue began her administrative career as Executive Assistant to the Director of Athletics at the University of South Florida, assisting with various functional duties in the areas of Human Resources, Sport Administration, and NCAA Committees and Championships.

Lanoue is a member of the National Association of Athletic Development Directors, currently serving as an Executive Committee member, Women Leaders in Sports, and the Council for Advancement and Support of Education. Lanoue began her involvement within collegiate athletics as a Woman's Soccer student-athlete at the University of Louisiana-Lafayette. Lanoue holds a Bachelor of Arts in Communication degree from the University of South Florida and is completing a Master of Arts in Leadership Studies degree from the University of San Diego.

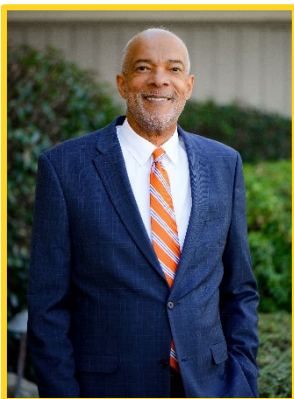
#### **CONTACT INFORMATION:**

813-422-3706 (c)

[mlanoue@collegiatesportsassociates.com](mailto:mlanoue@collegiatesportsassociates.com)

## CRAIG LITTLEPAGE

### Senior Consultant



Craig Littlepage has over 44 years of experience in higher education. Craig has worked with Collegiate Sports Associates on multiple projects since his retirement as Special Advisor to the President at the University of Virginia in December of 2019.

He served as the University of Virginia Director of Athletics from August 2001 through his retirement from the position in December of 2017. Prior to becoming the Director of Athletics, Mr. Littlepage held assistant coaching positions (Yale University, Villanova University, and the University of Virginia) and head basketball coaching positions (the University of Pennsylvania, and Rutgers University). He's held a range of athletics administrative positions at UVA (assistant athletics director, associate athletics director, senior associate director of athletics, interim director of athletics, and adjunct Faculty to the Gordie Center for the Center for Substance Abuse Prevention). He's chaired a variety of committees both with the Atlantic Coast Conference and the NCAA. Most significantly, Mr. Littlepage chaired the NCAA Men's Basketball Selection Committee, one of the most prestigious assignments in college sports.

During his intercollegiate athletics career he took on numerous roles in search processes within the University of Virginia, the Atlantic Coast Conference, and the NCAA. At Virginia, he participated in the searches for the University's Faculty Athletics Representative, the Dean of the College of Arts and Sciences, the Chief of the University Police, the Vice President for Student Affairs, the Dean of Admissions, and dozens of coaching and senior athletics administrative positions. He was a member of the search committee for the Commissioner of the Atlantic Coast Conference in 1997, and he twice participated in the search processes for the National Supervisor of Men's Basketball Officiating for the NCAA.

Mr. Littlepage was the first African-American athletics director in Atlantic Coast Conference history and was named the Black Coaches Association's "Athletics Administrator of the Year" in 2003 and 2006. He was also listed on Sports Illustrated's list of the 101 most influential minorities in sports in 2003 and 2004. In March 2005, Littlepage was named one of Black Enterprise magazine's "Most Powerful African-Americans in Sports." Mr. Littlepage earned his Bachelor of Science degree in economics from the Wharton School of Business and Finance at the University of Pennsylvania in 1973.

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## CLAY PFEIFLER

### Director of Operations



Clay joined CSA in 2018 and directs all analytics and research for CSA while being responsible for daily operations and CSA's candidate database. Since joining CSA, he has supported over 80 executive searches and over 30 different consulting projects.

Before joining CSA, he served as an Administration GA supporting the Athletics senior staff at the University of North Carolina at Chapel Hill. In addition to his M.A. in Sport Administration from UNC, he also holds a B.S. in Accounting and an M.B.A from Florida State University, where he worked with the Women's Tennis program.

In 2021, Clay transitioned into a leadership role for Collegiate Sports Connect while continuing to support operations for CSA. He previously worked in a research and analytics role at IMG Academy and is passionate about using data to help athletic departments make better decisions.

Clay and his wife, Hannah, reside in Pensacola, FL with their infant son, Banks.

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# STEPH GARCIA CICHOSZ

## Director of Strategic Communications



Stephanie joined CSA in 2023 after serving as a principal content strategist for Drive & Company, the parent company of the industry-leading publication D1.ticker and partner in the technology platform Collegiate Sports Connect.

During her time with Drive & Company, Steph served in various roles, gaining unprecedented knowledge of the industry through her engagement with athletic administrators and higher education leaders. Her on-camera work for Collegiate Sports Connect features exclusive conversations with university presidents and chancellors, athletics directors and senior-level administrators as well as industry experts in the areas of Name, Image, Likeness, sports betting, athlete mental health, and more.

In addition, she brings over a decade of experience in high-level athletics as a track and field specialist, beginning her athletics career as a walk-on to the University of Virginia's track and field and cross-country teams before earning ACC and NCAA accolades, inking a ten-year professional contract with New Balance, and representing Team USA at two World Athletics Championships.

Stephanie holds a Bachelor's Degree and Master's Degree in English Literature and American Politics from the University of Virginia, is a board member of the NIL collective Cav Futures, and lives in Seattle with her husband Trevor, an ultrarunning and obstacle-course racing champion, and son Charlie.

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