

# GREGORY PAULES, MBA

## ATHLETIC ADMINISTRATION

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CAL STATE FULLERTON

*2013-Present*

### ***Senior Associate Athletics Director/ COO (2020-Present)***

- Run the day-to-day operations and serve as second-in-command of a Division 1 Athletic Department with 18 teams and a \$23 million annual budget
  - Served as Acting Athletic Director from Oct. 2021-Jan. 2022
  - Member of the VP of Student Affairs Cabinet
- Oversee all areas of external relations and revenue generation including marketing, corporate relations, ticketing, facility rentals, sports information, video broadcasting, graphic design, promotions, fan experience, community service, and branding
  - Responsible for generating more than \$1.5 million in annual unrestricted revenue
    - More than tripled corporate sponsorships, ticket revenue, and rental income
- Sports Supervisor for Men's Basketball, Baseball, Men's Soccer, and Women's Tennis
  - Previously supervised Men's and Women's Golf
- Completed more than \$30 million in capital improvements projects using a mixture of public and private funds
- Negotiate department-wide apparel deals, NIL marketplace, transportation partnerships, website host, ticketing system, etc.
  - Construct the master budget and comprehensive schedule
- Led a safe return to play for student-athletes and fans during the Covid-19 Pandemic
  - Created a Campus Welcome Back Night with more than 7,800 fans at a women's soccer match, the fifth highest regular season attendance match in NCAA history
- Created a production studio, broadcast team, and infrastructure to stream more than 120 home events on ESPN+ annually
  - More than doubled viewership from our first year to 1.3 million annual viewers
- Increased sports sponsorship from 15 to 18 by adding Men's Indoor Track & Field, Men's Water Polo, and Women's Water Polo
- Created and hired the first senior admin DEI position in the Big West Conference
- Regularly present to the Academic Senate, ASI, Athletics Advisory Committee, the equity committee, rotary clubs, and various community groups

### ***Associate Athletic Director, Development (2013-2020)***

- Served as the Chief Development Officer and member of Athletics Senior Staff, University Advancement Senior Fundraising Team, and Student Affairs Leadership Team (SALT)
- Sports Supervisor for Men's Basketball, Men's Soccer, Men's Golf, Women's Golf, and Women's Tennis
  - Captured CSUF's first Big West Conference Commissioner's Cup in 2018
- Recorded the top six years of athletic giving in school history in FY 2015-20
  - Booked more than \$20 million for the It Takes a Titan Campaign, the first comprehensive campaign in school history
  - Raised more philanthropic dollars for athletics in my first five years than had been raised in the first 55 years in school history
  - Initiated, cultivated, solicited, and closed more than 100 major gifts (\$25,000+)
- Created marquee fundraising events featuring Kevin Costner, Justin Turner, Augie Garrido,

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Bruce Bowen, Mike Scioscia, Cedric Ceballos, Kurt Suzuki, and Marc Stein

- Named administrator-in-charge in the absence of the Athletic Director & Sr. Associate AD

UC IRVINE

2005-2013

## ***Special Assistant to the Athletic Director-External Relations (2009-2013)***

- Served in a Chief-of-Staff role as an advisor to the AD to make important strategic decisions on revenue generation, budgeting, communication, and evaluating department culture
- Created and managed the Athletic Director's Advisory Board, a new volunteer board with a \$10,000 annual commitment
- Served as Brand Manager responsible for developing logos, policies, and apparel purchases
  - Positioned all teams to sign the first department-wide apparel contract with Adidas
- Produced six top 5 Division 1-AAA ADA All-sports finishes in eight years
- Instituted a voluntary furlough program resulting in more than \$250,000 in savings during the Great Recession
- Participated in senior staff meetings and created a five-year strategic plan

## ***Assistant Director of the Anteater Athletic Fund (2011-2013)***

- Added fundraising responsibilities to my Special Assistant to the AD duties by overseeing all aspects of annual giving and managed a portfolio of 50+ major gift prospects
- Led consecutive six figure year-over-year growth by executed a coordinated mix of communication and solicitation strategies focused on shaping a sustainable tradition of annual support
- Composed proposals for various development and facility projects including the Santora Strength Center, The Al Irwin Academic Center, and Cicerone baseball field dedication
- Managed the Anteater Athletic Fund Advisory Board and the Scholarship Club
- Partnered with Paciolan to upgrade development and ticketing software systems
- Served as an athletic liaison for the \$1 Billion Shaping the Future Campaign

## ***Special Projects/External Relations (2007-2009)***

- Reported to a first-time Athletic Director, shaping department structure and crafting a vision
- Initiated the Scott Brooks Golf Tournament and the Scholar-Athlete Banquet into the two premier athletic fundraising events of the year
- Found a new website host and led a redesign resulting in a five-figure annual savings
- Piloted a text messaging program and social rewards program centered on fan engagement
- Created and developed a Corporate Holiday Ticket Promotion resulting in creating a database with thousands of potential ticket holders

## ***Sports Marketing Intern (2005-2007)***

- Coordinated and executed marketing plans and initiatives for all sports to create awareness, attendance, and revenue
- Boosted student-attendance by creating and marketing incentive programs and group nights
- Prepared and coordinated all aspects of game-day production and promotions
- Developed fan engagement programs and coordinated in-game presentation programs

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## EDUCATION

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### ***Master of Business Administration (MBA)***

University of California, Irvine, The Paul Merage School of Business

- Faculty Fellowship Award
- President of the Sports & Entertainment Business Club

### ***Bachelor of Sociology, Minor in Education***

University of California, Irvine

- Sociology National Honors Society
- First Year Excellence Program, & 3/2 Program

## PROFESSIONAL AFFILIATIONS

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National Association of Collegiate Directors of Athletics (NACDA)

- Division 1 Athletic Director Mentor Program (beginning in 2015)

National Association of Athletic Development Directors (NAADD)

- Big West Conference Representative 2015-2017

## COMMUNITY INVOLVEMENT

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- Boys & Girls Club of Fullerton Board of Directors (2015-Current)
- JUSA Soccer Volunteer Head Coach (2022-Current)
- Big Brothers Big Sisters of Orange County Mentor (2018-2022)
- Gene Murphy Golf Tournament Board of Directors (2013-2020)