

MOROD SHAH

CAREER SUMMARY

Relentless sports and higher education professional with 16+ years of experience in collegiate athletics and the National Football League (NFL). Cal State San Marcos alumnus and service-oriented administrator who has played a critical role in CSUSM's transition from an independent NAIA institution to best-in-class in NCAA Division II and the California Collegiate Athletic Association (CCAA). Ambitious in preparing CSUSM students to reach their highest potential upon graduation through standout student-athlete experiences, holistic personal development, and effective academic support. Cross-functional relationship builder with campus partners, current and potential donors, and alumni.

CORE COMPETENCIES

Servant Leadership | Donor Relations | Corporate Sponsorships | Facility Operations | Revenue Generation
Event Management | Community Partnerships | Strategic Planning | Budget Management | Team Empowerment

ACHIEVEMENT HIGHLIGHTS

Athletics Facilities – Chair of \$11.6M CSUSM Sports Center capital project. Primary Athletics Department liaison between CSUSM Planning Department, Office of the President, PCL, NCAA DII and CCAA. Created operational protocol, technical capabilities, staffing plans, and campus- and public-use policies for CSUSM's first on-campus arena.

Fundraising – Attracted over \$2M in donations earmarked for enhancing student experience through facility upgrades, scholarships, and on-campus resources. Actively cultivate pipeline of current and potential donors along with University Advancement through in-person engagement, leveraging personal relationships, and digital storytelling.

Corporate Sponsorships – Maintained 100% sponsorship renewal rate generating more than \$100K in revenue directly impacting operations, student-athlete scholarships, staff expenses and facility improvements. Rebranded partnership program to include broadcast inventory, in-game activations, and campus signage.

CSUSM Campus Partnerships – Represents Athletics Department for multiple campus committees, ensuring Athletics proactively supports all student organizations and departments: Homecoming Week Committee (Co-chair), Cougar Scramble (Co-Chair), Fight Song Committee, CSUSM Spirit and Traditions Committee, and Alumni Association.

Event Management and Game Environment – Revamped event- and game-day operations to gold-standard of CCAA and NCAA DII by organizing protocols, personnel training and policies, student job recruitment strategies, and community involvement. Have grown home attendance 10% year-over-year and set records for season tickets.

Unprecedented Success – Interim/Acting Director during historic Athletics Department accomplishments; recorded an overall department GPA of 3.33 for Fall 2023; women's basketball's first NCAA Final Four appearance, NCAA West Region Championship, postseason- and regular-season conference title; women's soccer's first conference tournament title and NCAA postseason appearance. CSUSM Softball's Jillian Albayati becomes first ever student-athlete to play in both a softball and baseball game in the same day in NCAA Division II history. Total of 12 of 13 programs made postseason in 2023-24; a first in CSUSM Athletics History.

WORK EXPERIENCE

Interim Director of Athletics / Acting Director of Athletics

California State University San Marcos, San Marcos, CA | September 2023 — Present

- Elevated to Interim Director in February '24 following six months as Acting Director; currently stabilizing work environment and culture for 40+ staff and volunteers, maintaining student-athlete morale during uncertainty, building relationships, and fostering trust.
- Oversee \$3.5M operating budget; streamlined budget approval processes by opening communication lines, creating clear protocols for team budget approvals and departmental operating expenses.
- Liaised with Director of Philanthropy on fundraising opportunities including a planned donor gift of \$439k, potential multi-year major gift from multiple donors and donor matches for CSUSM Giving Day that led to a department record of over \$180K in donations.
- Strategized future on-campus partnership with San Diego Wave Fútbol Club, a professional women's soccer team valued at over \$120M.
- Completed donor's vision and took \$100K CSUSM baseball batting cage expansion project across the finish line.
- Identified CSUSM-San Diego State Men's Basketball game to cultivate donors and kick-off the 2023-24 basketball season.
- Renewed 100% of longtime corporate partners who support scholarships, operations, and special events.

- Proactive campus partner; assisted in the planning the inaugural 2023 CSUSM Fall Commencement for fall graduates; offer Athletics events to campus initiatives like the President's Advisory Council Tailgate and Chalk Talk, Native American Heritage Month halftime ceremony, Alumni Association mixer, and the Student Affairs Family Day tailgate.

Associate Director of Athletics, Facilities and Operations, Director of The Sports Center

California State University San Marcos, San Marcos, CA | July 2015 — Present

- Oversee all external operations and management of Athletics facilities; includes The Sports Center, Clarke Field House, and all Athletics fields (Mangrum Track and Field, Soccer, Baseball, Softball and Lower Fields).
- Serve as Athletics Department liaison to University Advancement for fundraising efforts; strategize monthly with Development Officer to cultivate donors, identify new fundraising opportunities, and produce special events.
- Rebranded Athletics corporate sponsorship program and identified new corporate partners nationally and locally; annually generate over \$100k in sponsorships and have maintained a 100% renewal rate over eight years.
- Facilitated and completed \$750k Mangrum Track and Field renovation and resurfacing project through the vision and support of donor fundraised dollars.
- Chaired task force to create policies and procedures, budget, and operations plan for The Sports Center \$11.5M capital project; completed within one year of groundbreaking, well ahead of projected schedule.
- Oversaw the and managed the \$150K Clarke Field House Aire Fitness Project to provide a new and enhanced workout facility for CSUSM students.
- Maintained annual operational budgets for Clarke Field House and Fields (\$1.2M), and Sports Center (\$1M).
- Key member of CSUSM Athletics Cougars Against Racial Inequality committee to facilitate student-athlete conversations around social justice and diversity, equity, and inclusion initiatives.
- Supervisor for three CSUSM sports, four department staff members and over 60 student-assistants which contribute to the overall well-being and positive student-athlete experience at CSUSM.

External Operations Coordinator

California State University San Marcos, San Marcos, CA | October 2013 — June 2015

- Supervised all staff personnel and event operations for over 100 annual home events for 13 intercollegiate teams; created new organizational protocols for setup, in-game, and post-game; scheduled facility repairs and upgrades.
- Executed \$30K in corporate sponsor partnership agreements by creating signage, in-game promotions, and additional unique event activations.
- Created CSUSM's first-ever sports summer camps and clinics strategy aimed at attracting community members to campus; generates over \$190K in revenue annually and creates pipeline of prospective CSUSM students and fans.
- Drove 200% increase in ticket sales for The Sports Center transition by overseeing rebrand of ticket strategy; managed donor and premium season tickets; kept a 100% retention rate for over two seasons, generating over \$10K annually.
- Developed CSUSM's first-ever events engagement strategy, concentrating on fan experience, professional presentation, adequately trained staff, student-athlete experience, spectator safety, egress/ingress, and best-in-class broadcast.

Public Relations Assistant

San Diego Chargers Football Club, San Diego, CA | June 2009 — May 2015

- Key member of NFL franchise's public relations in-season function; managed public and media relations; directed media availabilities with players, coaches, and front office; supervised player appearances at community events.
- Coordinated with top-tier national media outlets and NFL franchise PR departments to ensure compliance within broadcast regulations for *NBC Sunday Night Football*, *ESPN Monday Night Football*, and *FOX Game of the Week*.
- Organized special events between corporate partners, non-profits, and NFL Hall of Fame Chargers Alumni.
- Conducted press conferences, composed press releases, and distributed marketing materials on weekly basis.

EDUCATION

California State University San Marcos | San Marcos, CA

Bachelor of Arts in Communication [REDACTED]

Palomar Community College | San Marcos, CA

Associate of Arts [REDACTED]