

Patrick Ransdell

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Education Ohio University

Master of Sports Administration 2005

Ohio University

Master of Business Administration 2004

Western Kentucky University

Bachelor of Arts: Mass Communication 2002
Minor in Psychology
Academic-Athletic Honor Roll 2000, 2002

Professional Experience Appalachian State University

Deputy Athletics Director 12/2021 - Present

- Member of Athletics Directors' Executive Team
- Oversees and manages all external aspects of the athletics department
- Assist with oversight of football and men's basketball
- Leading efforts of \$100M Initiative (\$52M in Year 3 of 7)
- Capital Projects; \$45M East Tower Project, \$25 Football Indoor Facility; \$1M Basketball renovations, \$6M App 105 Project (Softball, Track, Tennis)
- Lead efforts that set an all-time football season ticket record in 2022 & 2023 – 13,015 and 12,810 (previous record 9,400)
- Sold out 6 of 7 home games in 2022; 5 of 6 in 2023
- Reached a season ticket sellout for 2024 by May 21, 2024 for the third consecutive year. (previously never happened)
- Responsible for generating a record \$6.6M in football ticket revenue in 2023, more than \$1M higher than the previous mark; on track for \$7M in 2024
- Responsible for increasing the annual fund from \$4.8M to \$6.42M (as of 12.31.23) in just two years
- Increased donors from 3200 to more than 4414 in two years
- Increased Student Yosef Club members from 1200 to more than 5900 in two years (paying \$50 each)
- 6 of top 13 single game attendance records are from 2022, including the largest (40,000) by over 3,500
- New Basketball season ticket/revenue record 22-23 AND 23-24
- New Baseball season ticket/revenue record 22-23 AND 23-24
- Established new NIL opportunities at App State, designed to retain and recruit the best student-athletes
- Oversee aspects of Marketing and Fan Experience, Ticket Operations, Strategic Communication and facility planning
- Assisted with creating mental health summits and student athlete support that focuses on the holistic experience.
- Oversee Multi-media and Corporate Sponsorship
- Designing a plan to stay in the upper echelon of college athletics; potentially more than \$7.5M in expenses
- Part of a leadership team that works hand-in-hand with the university to streamline the application/acceptance process for transfers.
- Working with our Student-Athlete Success leadership to create opportunities within the business sector after graduation
- Assisting in efforts to create a separate foundation for athletics to house employment, revenue and facility projects

University of Central Florida

Executive Associate Athletics Director/Chief Revenue Officer 2017 – 12/2021

Associate Athletics Director/Strategic Initiatives and Revenue Generation 2016

Assistant Athletics Director/Administration 2016

- Member of Athletics Directors' Executive Team
- Oversee and manage all aspects of Corporate Sales, Outbound/Inbound Ticket Sales, Premium Sales, Annual Fund, Ticket Operations, Retention and Patron Stewardship
- Established an "in-house" corporate sales unit
- Lead a team that closed a new health care partner for \$30M (\$2M for 15 years)
- Corporate Revenue (non-naming) has grown from a \$1.9M third party guarantee to \$4.3M in FY19 and a projected \$5.1M in FY20

- Established a “in-house” outbound ticket sales team leading to record breaking revenue
- Football season ticket numbers; 2016 – 12,474; 2017 – 14,659; 2018 – 23,080; 2019 – 26,000 (Season Ticket Sellout)
- Sales of *new* football season tickets broke records in 2017 of 4,523 and 2018 of 10,314 (2014 record of 4,383)
- Outbound sales counted for 4,361 *new* football season tickets ('17) or 96% of all new sales; 9,018 ('18) or 88% and 5,051 ('19) or 82% of all new sales
- Revenue from football season tickets has increased from \$2.44M in 2016 to \$3.890M in 2019
- Revenue including donations tied to football season tickets has increased from \$5.388M to \$6.505M to \$8.985M
- Added and sold nearly 4,000 new premium seats during the 2017 & 2018 seasons
- Implemented a new per seat donation system prior to the 2016 season
- Basketball season tickets has risen from 1,684 to 2,568 in three years
- Total basketball revenue has jumped 18.3% since 2017
- Responsible for adding revenue generating opportunities outside of UCF Athletics that has generated over \$300,000 in additional revenue annually (international soccer, pro football, e-sports, concerts)
- Serves as sport oversight for women’s basketball and assists with men’s and women’s golf ('21)
- Served as sport oversight of men’s and women’s tennis ('16)
- Served on search committees for women’s basketball (produced first ever NCAA berth from an at-large selection), baseball (NCAA birth and most win’s in a head coaches first three years), men’s tennis (two NCAA births) and women’s tennis (two NCAA births and Sweet 16 appearance)
- Assist in leading external units (in addition to my direct reports) brand activation, communications, data analytics and video services
- Assisting with Brand Activation and social media efforts. Social media reach is more than 162,000 on twitter and 98,000 on Instagram. Consistently in the Top 25 for engagements on the UCF Knights and football accounts
- A part of an administration that has hired 10 head coaches over 3 years; resulting in women’s basketball first ever at large bid, men’s basketball first ever at large bid and NCAA win, 2 NY6 bowl appearances (2 different coaches), NCAA appearance in men’s soccer, baseball and a Top 60 Learfield Cup standing

Miami University

Assistant AD/Major Gifts; Associate Director of Development

2015 – 2016

Assistant Director of Development

2013 – 2015

- Member of development team charged with completing an \$80 million-dollar capital campaign, of which \$52M was been raised in the first two and half years
- Manage a nationwide major gift portfolio of 200+ current and prospective donors rated from \$50K to \$500K
- Member of an athletic development team that generated more than \$28M in FY15
- Managed relationships that have led to gifts closing from \$25K to over \$1M
- Assist with management of the annual fund which saw a 24% increase in FY14
- Helped in the recruitment of 573 new members of the Red & White Club in FY15
- Contributed to a 37% giving increase from active Red & White Club members through the Extra Effort Challenge
- Assisted with the re-seating of ice hockey and men’s basketball through loyalty point totals
- Implemented new donor-based seating model for the hockey venue, generating more than \$100K in new revenue
- Assisted with the development of the Forever and a Day Athletic Scholarship Society (\$60,000 or \$100,000 total commitment matched 50% by the university)

University of North Carolina Wilmington

Sr. Associate Athletic Director for External Operations

Executive Director of the Seahawk Club

2011 – 2013

- In charge of external components of athletic department (development, tickets, marketing and corporate sales)
- Lead fund raising efforts to see an increase from \$498,784 to \$741,181 in unrestricted gifts (annual fund/scholarship fund) in first full fiscal year. All donations (minus old pledges) saw an increase from \$775,722 in FY10/11 to \$1,021,060 in FY11/12
- Member of softball head coach search committee and women’s basketball
- Assisted with new 3-year multi-media rights agreement with IMG to become a regional property
- Assisted with negotiating a new 5-year apparel deal with Adidas valued at \$225,000
- Oversaw creation and membership efforts for the Champion’s Fund with 5-year pledges over \$200,000 for athletic director discretion
- In the 2012 giving year over 250 new members joined the Seahawk Club
- Created a new priority seating plan for basketball and baseball along with new priority parking plans
- Implemented program designed to increase gifts yearly with 23% of all donors giving at least 10% more for the 2012 giving year (166)

- Assisted with securing over \$700,000 in naming/marketing opportunities for new video board; part of a larger \$1.8 million renovation to the basketball facility
- Oversaw a complete overhaul of ticket operations including men's basketball season ticket program, new single game ticket structure and baseball season ticket program
- Oversaw baseball season ticket revenue growth of over 525% in year one of new baseball season ticket program
- Lead marketing efforts to see average baseball attendance climb to almost 1,000 per game including 5 games with more than 2,500 in attendance

Coastal Carolina University

Assistant Athletic Director for Marketing and Sales

2010 – 2011

- Member of the athletic department's "Athletic Leadership Team"
- Oversight and management of personnel in the following areas: Athletic Ticket Office (Athletic Ticket Office Manager and Assistant Athletic Ticket Office Manager) and Marketing, Promotions and Sale Office
- Developed and implemented a comprehensive marketing plan for each sport focused on maximizing revenue
- Developed and implemented, for the first time, key ticket sales strategies focused toward community groups and organizations that are targeted prospects for purchasing season and single game tickets toward tickets events: football, men's and women's basketball and baseball
- Assisted with securing a 5-year apparel deal with Russell Athletic; the first such deal for CCU
- Assisted with an increase of 155% in corporate sales revenue
- Assisted with multi-year \$1 million philanthropic and marketing deal with local co-op

Assistant Athletic Director for Development and Marketing

2009 – 2010

- Managed relationships that lead to two separate gifts of \$250,000 and \$1 million dollars
- Assisted with closing a gift of \$200K for new football lockers in the fall of '09
- Assisting with efforts to re-brand CCU Athletics – under a university re-branding campaign
- Managed and directed the personnel of the annual fund – two employees assigned with daily operations
- Organized a series of dinners for potential donors for basketball and a new \$30 million Convocation/Recreation Center and roughly \$7 million baseball renovation project
- Over saw a sponsorship increase of 10% for the fall of 2009

Major Gifts Officer

2007 – 2009

- Finished the football field house project when prior to my arrival efforts stalled; in two years closed over \$1.3 million to finish private portion of the project
- Maintained a constant portfolio of more than 125 major gift donors
- Assisted with the closing of a \$250,000 gift to name the hospitality areas of the football stadium
- Oversaw the creation and current selling of 300 premium chair back seats for baseball, which generate revenue of \$25,000 in '08, '09 and '10, earmarked for facility improvements
- Closed three baseball major gifts, ranging from \$50,000 - \$100,000, prior to the 2008 baseball season for facility improvements, which include field turf that covers all foul territory, bullpen areas and agility areas, renovation to baseball locker room and training room, and the construction of a baseball tailgate pavilion in right field
- Raised Chanticleer Club revenues 8% in fiscal year '08 and more than 10% in fiscal year '09
- Lead efforts to overhaul the price and donation structure for football and basketball seats for new venues beginning in 2010/2011

University of Mississippi - UMAA Foundation

Assistant Director

2006 – 2007

Development Associate

2005 – 2006

- Assisted with fund raising efforts through major gifts and premium seat sales for an estimated \$18 million baseball stadium expansion
- Assisted with implementation of the 110% club for all priority giving sports. The 2006 football 110% club generated \$454,868.80 in new revenue with 38% of all renewals joining the 110% Club
- Oversaw the selling of 880 baseball club seats, which will generate revenue totaling more than \$1million in new revenue per year
- Created a baseball priority giving program, complete with donor levels and stadium price points to meet a \$1 million revenue (non-club revenue) goal for baseball
- Assisted with increasing UMAA Foundation basketball revenues by 18% in 2006-2007 and an overall foundation revenue increase of 5%
- Assisted with increasing UMAA Foundation total revenues by 9% in 2005/2006

- Assisted with implementation and selling of basketball courtside seats that generated new revenues exceeding \$76,000 during the 2005-2006 season and approximately \$100,000 for the 2006-2007 season

Ohio University Athletic Development Office

Graduate Assistant

2004 - 2005

Student Volunteer

2003 - 2004

Georgia Tech Athletic Association

Alexander-Tharpe Fund

Internship

Summer 2004

Western Kentucky University Athletic Department

Marketing Intern

2002 - 2003