

Kyle Moats

Associate Athletic Director for National Marketing University of Louisville

Kyle Moats is in his fourth year as Associate Athletic Director for National Marketing for U of L.

Moats, a member of the senior management team, coordinates the Cardinals' efforts in national awareness and branding opportunities, marketing, advertising, retail and group ticket sales. He works closely with Nelligan Sports Marketing, which manages the exclusive marketing rights for Cardinal Athletics. In addition, Moats also oversees the Band and Spirit squads and is the liaison with student government/student spirit group.

Prior to joining the U of L staff, Moats served as senior associate athletic director for two years at Marquette University, where oversaw the Golden Eagles' Blue and Gold Fund, media relations, ticket operation, special events, licensing, radio, television, marketing and promotions and sponsorships with NSM.

Prior to his work at Marquette, he worked 14 years in the University of Kentucky athletic department, including his last three there as Associate Athletics Director for Marketing. His responsibilities included marketing, promotions, special events, licensing, radio, television and sponsorships. He worked closely with Host Communication (IMG) UK's exclusive media rights holder. He joined the UK staff as a graduate assistant in the athletics office in 1989 and in 1991 was promoted to Coordinator of Promotions and Special Events. He became the Wildcats' Director of Marketing, Promotions and Licensing in 1993 before being named Assistant Athletics Director for Marketing in 1996. He served as tournament manager for the 1993 NCAA Golf Championships and the 1996 and 1998 NCAA Men's Basketball Tournament events in Lexington.

A native of Dixon, Ill., Moats is a 1988 graduate of Southern Illinois -Edwardsville with a bachelor's degree in physical education. While at SIUE, Moats was a 3-year letter winner in men's golf and was a student assistant basketball coach for the Cougars from 1985-1988. He earned a master's in Sports Management from the University of Kentucky in 2001. Moats and his wife Leeann have two children: Kirk (19) and Lauren (15).