

# RICHARD H. DARNELL JR.

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## EDUCATION:

### UNITED STATES MERCHANT MARINE ACADEMY

Kings Point, NY  
Marine Transportation and Logistics  
Bachelor of Science (1992)

### WASHINGTON UNIVERSITY

St. Louis, MO  
Marketing/Finance/International Business  
Master of Business Administration (2000)

## SKILLS:

Athletic and Corporate Management Experience  
Leadership (Positive Reinforcement Based)  
Trained in Cultural and Gender Diversity  
Root Cause Analysis (Apollo Certified)  
Communications and Contract Negotiations

College Coaching and Recruiting  
Fundraising and Corporate Sponsorships  
Major Product Promotion and Marketing Campaigns  
Tactical and Strategic Planning and Execution  
Sales, Marketing, Operations and Compliance

## ATHLETIC EXPERIENCE:

### BAYLOR UNIVERSITY

[www.baylor.edu](http://www.baylor.edu)

Baylor University is one of the largest private Christian universities serving over 14,000 students, 125,000 alumni and friends and 450 student athletes. It is an NCAA Division I Football Bowl Subdivision (FBS) program with a \$40M budget in the Big 12 Conference, a member of the Bowl Championship Series. Baylor is a top 50 Director's Cup Athletic Department.

#### 2007- PRESENT EXECUTIVE DIRECTOR ATHLETIC FUNDRAISING

##### RESPONSIBILITIES:

- ♣ Provide leadership, direction, goal setting and management of the alumni, friends, and donors of Baylor Athletics.
- ♣ Work with coaches, staff and administrators to execute the Strategic Plan for the University & Department of Athletics.

##### ACHIEVEMENTS:

- ♣ Hired as a key teammate to execute the strategic planning and implementation of the *Victory with Integrity Campaign* to raise \$90M for Baylor Athletics (Facilities, Scholarships and Endowments) and complete initiatives of *Imperative X of University 2012 Strategic Plan*. A key goal is to become a NACDA Director's Cup top 25 program.
- ♣ Helped support and strengthen the Athletic Department's annual giving program (Baylor Bear Foundation), resulting in record revenue in FY08 and steady progress in FY09 as well as increase support for the Team's Excellence Funds.
- ♣ Served as a teammate in planning, implementation, execution as Baylor launches a priority premium seating plan for Men's Basketball, Women's Basketball and Football which will increase revenue and attendance.

### UNIVERSITY OF IDAHO

[www.uidaho.edu](http://www.uidaho.edu)

The University of Idaho is a Land Grant Institution serving 13,000 students, 89,000 alumni and 350 student athletes. It is an NCAA Division I FBS Intercollegiate Athletics program with a \$15M budget in the Western Athletic Conference.

#### 2004-2007 ASSOCIATE ATHLETIC DIRECTOR FOR DEVELOPMENT EXECUTIVE DIRECTOR VANDAL SCHOLARSHIP FUND

##### RESPONSIBILITIES:

- ♣ Provide leadership, supervision, goal setting and management of alumni, fans, donors and athletic external affairs.
- ♣ Work with coaches, staff and administrators to execute the Strategic Plan for the University & Department of Athletics.
- ♣ Raise revenue to increase the Athletic Budget via annual giving, major gifts, capital projects, tickets, corporate partners.
- ♣ Manage the 45 member Vandal Scholarship Fund National Board & 45 member Past Presidents Board.

##### ACHIEVEMENTS:

- ♣ Overhauled the Vandal Scholarship Fund annual giving program resulting in record revenues and memberships.
- ♣ Helped increase confidence and fun in the "Vandal Game Day" experience and "Vandal Pride" to be a donor.
- ♣ Worked with the AD and President to complete RFP process and development materials for *Kibbie Dome Renovation*.
- ♣ Helped the AD, Coaches, Students and Athletic Department secure support and funding for completion of *Vandal Athletic Center Campaign 02-07* (facilities and special projects).