



National Association of Athletic Development Directors (NAADD)
31st Annual Convention – June 8-11, 2025
World Center Marriott Resort – Orlando, FL
As of 1/20/2025

NAADD Senior Leadership Seminar – Magnolia 18
Sponsored by Teamwork Tickets, Inc.
Participation by Invitation Only

Tuesday, June 10

- 8:15 - 9:00 a.m. **Athletic Director's Breakfast with Attendees**
- 9:00 - 9:05 a.m. **Welcome and Overview of Seminar**
Sarah Baumgartner, Executive Senior Associate Athletics Director, Sports Administration, University of Texas
Introduction of Teamwork Tickets, Inc. Representative
- 9:05 - 9:45 a.m. **The State of College Athletics: Who and What Are We in This New Age?**
Moderator: Doug Knuth, Director of Athletics, Southern Utah University
Josh Whitman, Director of Athletics, University of Illinois
Matt Roan, Director of Athletics, James Madison University
- 9:45 - 10:25 a.m. **Creating A Culture of Excellence Through Transition**
Moderator: Hans Malebranche, Associate AD, Development & Chief Development Officer, Middle Tennessee State University
Jamie Boggs, Director of Athletics, Grand Canyon University
Mike Buddie, Director of Athletics, TCU
- 10:25 - 10:35 a.m. **Break**
- 10:35 - 11:15 a.m. **Leadership Chronicles – A Balancing Act**
Moderator: Ryan Peck, Senior Deputy Athletics Director, TCU
Scott Carr, Director of Athletics, Florida International University
Beth Goetz, Henry B. and Patricia B. Tippie Director of Athletics, University of Iowa
- 11:15 - 11:55 a.m. **Search Firm Unplugged**
Moderator: Sydney Griffin, Associate Athletics Director, Development Operations, Georgia Tech
Daniel Parker, VP, Managing Director of Sports, Parker Executive Search
Eric Roedl, Vice President & Director of Athletics, Villanova University
Ed Scott, Director of Athletics, University of Memphis
- 11:55 a.m. **Closing Thoughts**
Haven Fields, Deputy Athletics Director/COO, University of Nebraska