

GREGORY D. PAULES

ATHLETIC ADMINISTRATION

CAL STATE FULLERTON

2013-Present

Associate Athletic Director, Development

(Senior Director of Development title added in 2016)

- Serve as the Chief Development Officer and member of Athletics Senior Staff, University Advancement Senior Fundraising Team, and Student Affairs Leadership Team (SALT)
- Sports Supervisor for Men's Basketball, Men's Soccer, Men's Golf, Women's Golf, and Women's Tennis
 - Directly oversee 5 of 11 full-time head coaches
 - Captured the 2018 Big West Conference Commissioner's Cup
- Raised more dollars for athletics during my tenure than in the institution's first 55 years
 - Responsible for a \$22 million goal of a \$200 million It Takes a Titan Campaign, CSUF's first comprehensive campaign
 - 72% to goal with 2.5 years remaining
 - Recorded the top six years of athletic giving in school history in FY 2015-20, turning around a development team that had four consecutive years of declining productivity
 - Launched and completed a \$2 million golf endowment initiative working with a volunteer committee
- Championed capital improvements using a mixture of public and private funds including a \$15 million baseball & softball stadium building project, a new strength and conditioning facility, a \$500,000 videoboard for the soccer stadium, a \$1 million intramural field lighting project, a MPH radar system, locker room improvements, and campus marquees
 - Awarded a six-figure multiyear NCAA Academic Achievement Grant to renovate the Academic Services Area
- More than doubled the annual budget from \$8.5 million to more than \$19 million
 - Increased fundraising by more than \$3 million annually
 - Assisted in passing a campus-wide Student Success Initiative which generated more than \$4 million annually
 - Nearly tripled cash corporate sponsorships annually and increased rental income
- Lead administrator for post-season participation, NCAA events, and the ESPN Wooden Legacy Basketball Tournament
- Created marquee fundraising events featuring Kevin Costner, Justin Turner, Augie Garrido, Bruce Bowen, Mike Scioscia, Cedric Ceballos, Kurt Suzuki, and Marc Stein
- Named administrator-in-charge in the absence of the Athletic Director

UC IRVINE

2005-2013

Special Assistant to the Athletic Director-External Relations (2009-2013)

- Served in a Chief-of-Staff role as an advisor to the Athletic Director to make important strategic decisions on revenue generation, budgeting, flow of communication, and evaluating department culture
- Created and managed the Athletic Director's Advisory Board, a volunteer board with a \$10,000 annual commitment
- Served as Brand Manager responsible for developing logos, policies, and apparel purchases

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- Positioned all teams to sign the first department-wide apparel contract with Adidas
- Produced six top 5 Division 1-AAA ADA All-sports finishes in eight years
- Composed proposals for various development and facility projects including the Santoro Strength Center, The Al Irwin Academic Center and Cicerone baseball field dedication
- Instituted a voluntary furlough program resulting in more than \$250,000 in savings during the Great Recession
- Participated in senior staff meetings and authored a five-year strategic plan

Assistant Director of the Anteater Athletic Fund (2011-2013)

- Added fundraising responsibilities to my Special Assistant to the AD duties by overseeing all aspects of annual giving and managed a portfolio of 50+ major gift prospects
- Executed a coordinated mix of communication and solicitation strategies focused on shaping a sustainable tradition of annual support
 - Led to consecutive six-figure year-over-year growth
- Managed the Anteater Athletic Fund Advisory Board and the Scholarship Club
- Partnered with Paciolan to upgrade development and ticketing software systems
- Served as an athletic liaison for the \$1 Billion Shaping the Future Campaign

Special Projects/External Relations (2007-2009)

- Reported to a first-time Athletic Director, shaping department structure and crafting a vision
- Initiated the Scott Brooks Golf Tournament and the Scholar-Athlete Banquet into the two premier athletic fundraising events of the year
- Led a website redesign and negotiated a contract with a new vendor, resulting in a five-figure annual savings
- Piloted a text messaging program and social rewards program centered on fan engagement
- Created and developed a Corporate Holiday Ticket Promotion resulting in creating a database with thousands of potential ticket holders

Sports Marketing Intern (2005-2007)

- Coordinated and executed marketing plans and initiatives for all sports to create awareness, attendance, and revenue
- Boosted student-attendance by creating and marketing incentive programs and group nights
- Prepared and coordinated all aspects of game-day production and promotions
- Developed fan engagement programs and coordinated in-game presentation programs

ADDITIONAL WORK EXPERIENCE

PROMETRIC TESTING

2004-2006

Test Center Administrator

- Responsible for proctoring management and graduate level exams and maintained a culture of compliances by implementing national standards

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ENVISION DIRECT INC.

2006-2007

Wealth Management Assistant

- Increased client base by using traditional and non-traditional means of solicitation, assisted with managing relationships, and prepared client presentations to spur new business

EDUCATION

Master of Business Administration (MBA)

2009

University of California, Irvine, The Paul Merage School of Business

- Faculty Fellowship Award
- President of the Sports and Entertainment Business Club

Bachelor of Sociology, Minor in Education

University of California, Irvine

- Sociology National Honors Society
- First Year Excellence Program & 3/2 Program

PROFESSIONAL AFFILIATIONS

National Association of Collegiate Directors of Athletics (NACDA)

- Division 1 Athletic Director Mentor Program (beginning in 2015)

National Association of Athletic Development Directors (NAADD)

- Big West Conference Representative 2015-2017

Athletic Director's 4 Christ (AD's4Christ)

COMMUNITY INVOLVEMENT

Boys & Girls Club of Fullerton

- Board of Directors (2015-Current)
- Chair the Resource Development & Marketing subcommittee
 - Raise more than \$250,000 annually through annual gala and golf tournament

Gene Murphy Golf Tournament

- Board of Directors (2013-Current)
 - Raised more than \$100,000 through an annual golf tournament

Big Brothers Big Sisters of Orange County (2018-Current)

- Coordinate a bi-monthly outing for an at-risk youth