



**Iowa State University
Deputy AD – Chief Revenue Officer (CRO)**

About Iowa State University Athletics

As a proud member of the Big 12 Conference, Iowa State University Athletics sponsors 18 NCAA Division I varsity sports and is committed to providing a transformational student-athlete experience centered on competitive excellence, academic achievement, leadership development, health and well-being, and personal growth. Iowa State student-athletes have produced 10-consecutive years of record-setting Graduation Success Rate scores in the classroom, while athletically, the Cyclones have captured numerous national team championships, national individual titles, and conference team championships in its rich history. ISU Athletics employs over 250 talented and dedicated full-time staff members, more than 500 hourly and student employees, and multiple auxiliary partners who collaboratively work within a culture to support and enhance the experiences of Cyclone student-athletes and our amazing fan base, while advancing the mission and strategic priorities of Iowa State University. www.cyclones.com

Position Summary

Iowa State Athletics seeks an innovative and results-driven executive to serve as Deputy Athletics Director and Chief Revenue Officer to help position the department for continued success in an evolving collegiate athletics environment. Reporting directly to the Director of Athletics, this position serves as a member of the executive staff and provides strategic leadership for Iowa State Athletics' revenue generation and external-facing operations. The position oversees strategic communications, marketing and fan experience, communications, digital media, licensing, Cyclone Sports Properties, creative services, broadcast/television, and will serve as a sport administrator.

Working closely with the Director of Athletics and executive staff, the CRO develops integrated strategies to grow commercial revenue, maximize CYTown monetization, strengthen the Iowa State brand, expand fan engagement, and enhance the experience of student-athletes, fans, alumni, and corporate partners.

Essential Duties and Responsibilities:

Executive Leadership:

- Serves on the executive staff and advises the Director of Athletics on revenue strategy, brand positioning, external communications, fan engagement, and commercial partnerships.
- Establishes goals, budgets, performance measures, and cross-functional priorities for assigned units; recruits, develops, and evaluates staff.
- Collaborates with the ISU Foundation, University Marketing, and other campus partners to align messaging, relationships, and institutional priorities.

Areas of Direct Responsibility:

- **Revenue Generation:** Leads integrated commercial revenue strategy, including sponsorship, multimedia rights, licensing, digital platforms, and new revenue opportunities, including CYTown-related commercial opportunities; coordinates with leaders responsible for ticketing, premium seating, fundraising, and other revenue streams
- **Strategic Communications:** Directs long-range external communications strategy, institutional messaging, reputation management, and coordinated communications on major department initiatives
- **Marketing & Fan Experience:** Oversees marketing campaigns, attendance and engagement initiatives, promotions, game presentation, and the overall fan experience across athletics venues
- **Communications:** Provides leadership for athletics communications, media relations, public information, storytelling, and crisis communications in coordination with university partners
- **Digital Media:** Oversees digital content strategy, athletics websites, social media channels, audience development, and digital engagement and monetization opportunities
- **Licensing:** Leads athletics licensing strategy, brand usage, merchandise-related partnerships, and licensing revenue in coordination with university stakeholders and licensees
- **CYTown Monetization:** Leads athletics-related commercial strategy and revenue opportunities associated with CYTown, including sponsorships, naming rights, advertising, event programming, experiential activations, and other partnership opportunities; collaborates with university leadership, project stakeholders, and Cyclone Sports Properties to coordinate inventory, agreements, activation, and long-term revenue performance
- **Cyclone Sports Properties:** Provides executive oversight of the multimedia rights relationship, including sponsorship sales strategy, inventory, activation, partner servicing, contractual performance, and revenue goals
- **Creative Services:** Oversees creative direction, graphic design, video production, photography, and consistent visual identity across departmental platforms and campaigns
- **Broadcast/TV:** Provides strategic oversight of athletics broadcasting, television production, live event coverage, and related distribution and content partnership
- **Sport Administration:** Serves as sport administrator for assigned programs, supporting head coaches, student-athlete experience, competitive planning, budget oversight, and alignment with departmental priorities

Other Duties:

- Performs other duties as assigned by the Director of Athletics

Required Minimum Qualifications:

- Bachelor's degree
- Progressive leadership experience in intercollegiate athletics, sports business, or a related field, including oversight of revenue or external operations
- Demonstrated success in revenue generation, strategic leadership, marketing, communications, media, or commercial partnerships

Preferred Qualifications:

- Executive-level leadership experience in intercollegiate athletics
- Experience overseeing multimedia rights, brand and communications, digital content, broadcast operations, or multiple external units
- Master's degree in business, sport management, communications, marketing, or a related field

Why Choose Iowa State University?

Iowa State Employees enjoy comprehensive health and work-life benefits, including medical and dental, as well as:

- Retirement benefits including defined benefit and defined contribution plans
- Generous vacation, holiday, and sick time and leave plans
- Onsite childcare (Ames, Iowa)
- Life insurance and long-term disability
- Flexible Spending Accounts
- Various voluntary benefits and discounts
- Employee Assistance Program
- Wellbeing program

Application Process

All application materials must be submitted through Iowa State University's [application website](#).

Iowa State University directs nominations and inquiries from individuals wishing to discuss the position to contact the search firm assisting the University:

Daniel Parker, Vice President and Managing Director

Grant Higgison, Principal

Wade Jones, Executive Recruiting Coordinator

ghiggison@parkersearch.com | wjones@parkersearch.com

770-804-1996 ext. 118 | 770-804-1996 ext. 135

Candidates must be legally authorized to work in the U.S. on an on-going basis without sponsorship. Immigration sponsorship is not available for this position.

Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, genetic information, sex, marital status, disability, or status as a U.S. Veteran. Inquiries regarding non-discrimination policies may be directed to Office of Equal Opportunity, 2680 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, email eooffice@iastate.edu.