

David A. Crum

Summary of Qualifications

A senior level Division I administrator with a history of leadership successes

- Integral team member of the executive management teams at three land-grant institutions.
- Leading a \$110 million fundraising campaign at Colorado State to build a new on-campus football stadium.
- Led Colorado State Athletics to an all-time high of over \$20 million raised in FY14.
- Closed out the TCF Bank Stadium \$90 million fundraising campaign for the University of Minnesota.
- Supervised the men's and women's golf teams at Minnesota; recruited and hired both head coaches.

Professional Experience



Colorado State University
Senior Associate Athletics Director for Development

Fort Collins, Colorado
2012-Present

Department Leadership and Administration: With the Athletics Director and four other executive team members:

- Provide leadership, planning and direction for the entire athletics department.
- Plan, implement and oversee the department's \$32 million annual budget, including the setting of the department's goals and objectives, sport and coach overview and setting of revenue goals.
- Determine the department's course of action on all major issues, including strategic planning, staffing, media rights agreement, personnel issues and department policies.
- Review and analyze each of the 16 sports management and performance.
- Serve as supervisor and liaison for the department letter winners club and courtesy car program.

Development:

- Leader of the development unit that raised over \$27 million in the past 18 months.
 - Managing a staff of 8 full-time employees.
 - Leading the \$110 million fundraising campaign to build a new on-campus football stadium.
 - Identify, qualify, cultivate, solicit and steward personal and corporate gifts.
 - Accounted for over 200 personal visits in the past 18 months.
 - Manage a prospect portfolio of over 150 major gift prospects.
- On-Campus Stadium Campaign.
 - Leading the \$110 million fundraising campaign (still in the quiet phase) that has received a significant number of signed and verbal pledges.
 - Serve as a member of the university's stadium executive campaign committee.
 - Meet with top university leadership reviewing campaign totals and actively monitoring stadium construction design and timeline.



University of Minnesota
Associate Athletics Director for Development

Minneapolis, Minnesota
2007-2012

Department Leadership and Administration: With the Athletics Director and seven other peer management team members:

- Provided strategic management, leadership, planning and direction for the entire department.
- Planned, implemented and assisted in the oversight of the \$75 million annual budget and sports budgets.



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- Supervised the men's and women's golf programs.
 - Women's golf squad participated in the 2012 NCAA Golf championships.
 - Managed the hiring process for the men's and women's head golf coaches.
- Served as supervisor for the department letter winners club and courtesy car program.

Development:

- Chief development officer for unit that raised over \$100 million in five years.
 - Managed a staff of 12 full-time employees.
 - Oversaw an annual budget of over \$1 million.
- Led the TCF Bank Stadium-Back to Campus Campaign.
 - Closed out the campaign that raised over \$90 million for the on-campus football stadium.
- Managed the Siebert Field Campaign.
 - \$7 million renovation project for baseball stadium.
 - Led the ask team for the \$2 million lead gift.
- Oversaw the sale of all premium seating in TCF Bank Stadium which included 20 luxury suites, club and loge boxes that generated over \$4.3 million in new annual revenue.
- Managed the premium seating staff for TCF Bank Stadium.
 - Stewarded and provided customer service to all premium seat holders.
 - Developed staffing and programming for over \$300K annually in non-game day rentals.
- Led the process of reseating the football, men's basketball and hockey venues that generated over \$4 million in new annual revenues.



Iowa State University
Assistant Athletics Director for Major Gifts

Ames, Iowa
2004- 2007

Department Leadership & Administration: With the Athletics Director and other senior staff members:

- Provided strategic management, leadership, planning and direction for the entire department.
- Supervised game day operation for volleyball, wrestling, track and cross country (1997-2002).
- Personally served as 2000 NCAA Cross Country Championships meet director.

Athletics Development Unit:

- Major gifts officer for development unit that raised over \$28 million in three years.
- Integral member of fundraising team that established all-time annual fundraising record.

Lead Athletics Major Gifts Fundraiser:


- \$10 million Student Success Center building project.
- Raised over \$3.5 million in a nine-month challenge period.
- Solicited and closed lead athletics gift of \$1.5 million, the largest one-time gift in Iowa State athletics history.
- \$500,000 football locker room renovation project.

Assistant Athletics Director for Ticket Operations

2002-2003

Athletics Ticket Director/Event Operations

1997-2002

- Managed the daily operations of the athletics ticket office.
 - Implemented a fully computerized ticket office for the first time in school history.
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University of Louisiana-Monroe
Director of Tickets and Game Management

Monroe, Louisiana
1995-1997

- Managed the ticket and game management offices.
- Coordinated football team travel with host team, hotel, food services, bus and air charter.



University of Nebraska
Assistant Athletics Ticket Manager

Lincoln, Nebraska
1994-1995



UCLA
Central Ticket Office-Vault Supervisor/System Manager

Los Angeles, California
1991- 1994



The Ohio State University
Athletics Ticket Office Graduate Assistant

Columbus, Ohio
1989-1991

Education



Ohio State University
Master of Arts in Sports Management

Columbus, Ohio
1989-1991



Concordia College
Bachelor of Arts in Communications
Minors: Business Administration and Physical Education

Moorhead, Minnesota
1985-1989

Personal

- Born in Minot in 1966, raised in Hettinger through 8th grade and attended high school in Grand Forks.
 - I am the son of Clark and Audrey Crum. My father is a 1958 NDSU graduate in the school of pharmacy and spent his career in healthcare administration, retiring as the VP for the North Dakota Hospital Association. My mother is a 1959 graduate of the University of North Dakota in Occupational Therapy. My mother chose to stay home to raise her three children.
 - I have been married to Linda Gensing Crum for 13 years. Linda graduated from the University of Iowa (B.S. in Science Education).
 - Linda was a full scholarship awardee and four-year starter on the women's volleyball team. She was an all-conference player who graduated as the all-time kill leader. She spent over twenty years as a Division I assistant and head volleyball coach; she was the head coach at Butler, Duke and Iowa State University.
 - Linda retired from coaching in 2004 to stay at home with our three daughters: [REDACTED]
 - Linda is now currently a trainer for a non-profit Positive Coaching Alliance (PCA).
 - Interests: Spending time with family and friends, travel, running (have run 5 half marathons), gardening, hiking, snow skiing, boating, reading and attending sporting events.
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