

Matthew A. Larsen

PROFILE

A proven athletics' administrator with over eighteen years experience in intercollegiate athletics, including fourteen at the Division I level. Possess significant experience in core leadership values of fiscal management, budgeting, strategic planning, revenue generation, sport program supervision, human resource services, business operations, and facilities management. A successful track record in hiring and supervising personnel, developing strong relationships across campus and in the community, and ensuring our student-athletes have a positive experience both academically and in intercollegiate competition.

PROFESSIONAL EXPERIENCE

Stony Brook University - Department of Intercollegiate Athletics Stony Brook, NY	1996 - present
Senior Associate Director of Athletics	2010 - present
Senior Associate Director of Athletics - Business Operations & Administration	2008 - 2010
Associate Director of Athletics	2007 - 2008
Assistant Director of Athletics	2004 - 2007

General Overview

- As a member of the senior management team, assist the Director of Athletics in establishing short and long term goals for a Division I athletics program. This includes increasing level of responsibility in administration, strategic planning, policy development, revenue generation, sport oversight and facilities & budget management
- Developed strategic plan through 2011 focusing on scholarships, personnel, facility, fundraising, marketing and branding
- Formulated and managed a department budget that increased by 40% from 2003 to 2013
- Oversee revenue generation team – naming rights, annual giving, corporate sponsorships, major gifts and ticket sales
- Sport administrator for football, baseball, women's soccer, men's lacrosse and track programs
 - Baseball - 2012 College World Series
 - Football – 2011 & 2012 nationally ranked, FCS play-off program
- Retained Populous sport architecture firm to formulate and develop facility master plan for Stony Brook athletic facilities
- Direct management of \$22 million Stony Brook Arena renovation project – scheduled to open Fall 2014
- Contracted Carr Sports Associates to assist in a "Strategic Positioning" plan to include an FBS feasibility study (2012-2013)
- Responsible for fostering & supporting an environment of NCAA compliance, academic excellence and Title IX compliance

Fiscal Integrity & Business Operations

- Chief Financial Officer of the Department of Athletics
- Daily oversight of budget development and management for department operating budget of \$24.5 million
- Strategic Planning and creation of Five-Year Plan to incorporate FCS scholarship football and women's scholarship upgrades
- Maintain Department of Athletics general ledger and preparation of Conference, NCAA & Department of Education reports
- Budget management and planning for all facility improvements and capital projects - totaling \$35 million since 2004-2005
- Oversight of team support services and general business operations
- Negotiate and manage all multimedia (MSG Television, CBS Sports, Cablevision, etc.) and department contracts (airline charter, software, merchandise, apparel, concessions, etc.) This includes negotiating department-wide recruiting database and work-flow software in an effort to go "paperless" and improve efficiency
- Management of relationship and contractual agreement (MOU) with Department of Information Technology
- Primary liaison to Offices of Accounting, Bursar, Faculty Student Association, Procurement, and the Stony Brook Foundation
- Oversee merchandise sales in athletic department store and am the primary liaison with Licensing Resource Group (LRG)
- Continually evaluate cost containment measures while streamlining department processes

External Services, Revenue Generation and Alumni Relations

- Provide daily oversight and guidance to external services team consisting of twelve full-time and three part-time staff members and the departments of advancement, marketing, ticket operations and athletic communications.
- Responsible for overseeing the development of annual plans for Annual Giving, Major Gifts, and Corporate Sponsorships
- Manage new revenue initiatives (2013-15) including Arena Naming Rights proposal, basketball preferred seating program, football parking and the planned implementation of the Stony Brook Athletics Fund
- Manage a corporate partner portfolio that generates \$500,000 annually in cash and trade
- Oversee the coordination of annual athletic alumni events including golf outings, receptions, and alumni games
- Raised \$500,000 in major gifts for Pritchard Gym renovation and Joe Nathan Field construction projects
- Develop and implement "Team Room" fundraising program for naming opportunities and locker room renovation projects
- Helped secure largest gift to SUNY Athletic program - \$4.5 million for Dubin Family Student-Athlete Performance Center
- Successfully negotiated contract for Outbound Ticket Sales that resulted in a 100% increase in ticket revenue and commensurate growth in attendance for football and men's basketball games

Human Resource Services

- Liaison to Human Resource Services and the Office of Diversity & Affirmative Action for all payroll, classification & compensation, benefits, orientation, disciplinary and search process issues
- Responsible for creation and processing of all position descriptions and performance programs for the Athletics Department
- Oversight of Employee Performance Evaluation process and monitoring of Human Resources compliance
- Responsible for the coordination of searches for all coaching, administrative and staff positions
- Work with the Office of Labor Relations and the University Counsel for all collective bargaining issues and coaches contracts
- Creation and oversight of New Employee Orientation Manual in Athletics
- Daily supervision of Assistant AD for Business Operations, Coordinator of Business Operations, Equipment Operations Staff (3), Staff Assistant for Administration & Business Operations, and Summer Camp Staff (2)

Sport Program Supervision

- Directly supervise intercollegiate programs in the sports of Baseball, Football, Men's Lacrosse, Women's Soccer, and Men's & Women's Cross Country/Indoor & Outdoor Track & Field – 3 America East Baseball Championships in 5 years and College World Series in 2012, 6 consecutive women's cross-country America East Conference titles, 4 consecutive football Big South Conference titles, and two consecutive men's lacrosse America East titles
- Provide daily guidance and support in all aspects of program operations including recruiting, scheduling, budget development & management, team travel, fundraising, strategic planning, academic success and student-athlete welfare/discipline issues
- Successfully recruited and hired head coaches in football, men's lacrosse, men's soccer and women's lacrosse
- Assisted in development of a comprehensive student-athlete exit survey and head coach performance evaluation instrument
- Member of department committee for developing and implementing mandatory, institutional drug testing policy

Equipment Operations

- Supervision of a full-service Equipment Room operation that includes three full-time staff members
- Ensure the efficient servicing of over 425 student-athletes for primary and secondary seasons as well as summer session workouts
- Work with Director of Equipment Operations to effectively manage sport programs equipment budget allocations and to accurately maintain team equipment inventories and comply with University/Department branding requirements

Summer Camp Operations

- Responsible for the creation and management of a summer day camp program that generates a gross of \$750,000 annually and has an enrollment of 2,500 campers
- Daily supervision of two staff members (Director & Assistant Director)
- Responsible for handling all accounting for the camp program including oversight of revenue generation and approving all relevant expenses

Committee Experience

- Chair, Head Men's Lacrosse Coach Search, spring 2011
- Chair, Head Men's Soccer Coach Search, fall 2003 & spring 2011
- Chair, Director of Speed, Strength & Conditioning Search, summer 2004
- Intercollegiate Athletics Board (IAB), non-voting member, fall 2006 - present
- Human Resource Services Quality Control Board, fall 2004 - present
- President's Council on Diversity and Affirmative Action, spring 2004 - 2010
- Chair, Director of Student-Athlete Development Search, spring 2005
- Chair, Head Women's Lacrosse Coach Search, summer 2005
- President's EEO Committee, summer 2005 - present
- Local Organizing Committee, NCAA Division I Men's Lacrosse Quarterfinals, spring 2006 and 2010
- Local Organizing Committee, NCAA Division I Women's Lacrosse Final Four, spring 2011 and 2012

Athletics Business Manager

2003 - 2004

- Responsible for ensuring the fiscal integrity of a Division I Intercollegiate Athletics Program
- Day to day oversight of Office of Business Operations including processing and management of all revenue and expenses, approval and processing of department purchasing, recruiting & travel reimbursements, and management of internal scholarship allocation and awarding
- Preparation and tracking of operating budget totaling \$15 million.
- Generation of position descriptions and coordination of national search process, hiring process and appointments for all coaches, administrative and staff positions
- Departmental strategic planning in conjunction with senior management team
- Daily oversight of team support services that includes coordinating team travel and official payments
- Primary liaison between the Offices of Accounting, Bursar, Diversity & Affirmative Action, FSA, Human Resources, Procurement, and the Stony Brook Foundation

Assistant Business Manager/Ticket Manager

1998 - 2003

Business Office Duties

- Assist in oversight of budgets for entire Division I intercollegiate athletics program totaling \$11 million
- Reconcile all accounts payable and accounts receivable for IFR, Foundation accounts and department fund-raisers & special events
- Oversee and update master accounting ledger of Athletics Department for NCAA audit
- Assist in the oversight of department information technology and networking solutions
- Coordinate all team travel, transportation, lodging and officials for home and away contests

Athletic Ticket Manager Duties

- Responsible for the creation and implementation of a comprehensive Division I ticketing program
- Management of daily ticket operation for Football, Men's & Women's Basketball and Men's Lacrosse programs which generates \$200,000 in revenue annually
- Implemented computerized ticketing program and on-line ticket sale capabilities in conjunction with Tickets.com
- Coordinated season ticket sales campaign for football 2002-2003 seasons, men's and women's basketball 1999- 2003 seasons & men's lacrosse 2003 season
- Supervision of graduate assistants and undergraduate students in athletic ticket office

Athletic Facilities Graduate Assistant

1996 – 1998

- Responsible for coordinating student assistant and federal work-study payroll for 500 students each semester
- Liaison to Human Resources department for student payroll
- Created and implemented game management procedure manual for athletic event operations
- Oversight of event operations for intercollegiate contests and external rentals

Football Graduate Assistant Coach - Wide Receivers

1996 - 1998

- Supported the head coach and offensive coordinator in the management of the football program
- Responsibilities included on-field practice and in-game coaching, scouting, and film breakdown
- Recruiting Area: upstate New York

RELATED PROFESSIONAL EXPERIENCE

- Carr Sports Consulting Inc., Management Consulting Team member – feasibility studies, strategic planning and operational reviews, 2013 to present
- America East Conference, Championship and Competition Cabinet (CCC), 2012 - present
- America East Conference, Athletics Directors Council, 2010 - present
- National Association of Collegiate Directors of Athletics (NACDA), member 2003 - present
- NCAA/NACUBO Collegiate Athletics Business Officers Program, January 2009

EDUCATION AND CREDENTIALS**The Sports Management Institute – Executive Program**

University of Notre Dame & University of Georgia, 2013-2014

Stony Brook University, Stony Brook, NY

Master of Business Administration - In Progress

Stony Brook University, Stony Brook, NY

Master of Arts & Liberal Studies - Athletic Administration focus, 1998

Master's Thesis: The Impact of Division I Athletics at Stony Brook University**Stony Brook University, Stony Brook, NY**

Bachelor of Science - Biological Sciences, 1996

Varsity Football Letter Winner, 1992 & 1994-1996

GTE/CoSIDA District I Academic All-America, Football, 1995