



Coaches & Staff Database – Fact Sheet

Win AD's Coaches & Staff database: Current contracts and detailed performance data for 29,000+ head and assistant coaches (and support staff) in every D-I and D-II sport.

We built the Coaches & Staff database to empower ADs to continually, efficiently review and evaluate coaches through custom queries to optimize talent management within your athletic department.

How are peers structuring bonuses for basketball coaches?

What is the precise compensation of my football coach's peers?

How do I reduce the resource drain of an active search?

How can I more proactively and efficiently develop a succession plan for future hires?

How can I find minority and gender diverse candidates for specific sports?

Win AD's Coaches and Staff database also offers dynamic features to augment best-fit talent evaluation:

- › A constantly updated library of tens of thousands of coach videos powered by YouTube, including press conferences, interviews, locker room speeches and more
- › Co-Worker History (aka visualized Family Trees) to explore coaches' professional networks and establish connections between successful coaches and peer administrators

"Anyone who's in athletics needs to know the market and be ahead of it. We need detailed information, not anecdotal data. Win AD is one-stop shopping."



Drew Marrochello

Director of Athletics, Boston University
nrowan@bu.edu • (617) 353-4631

→ **Win AD's Coaches & Staff database enables you to:**

- › Implement objective due diligence documentation for hiring rationale
- › Drastically reduce staff time spent searching, evaluating and benchmarking
- › Access actionable intelligence, not static survey data or contact directories
- › See the contract details of thousands of NCAA coaches and staff in every D-I sport



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Cohen at 720-320-9054 or Kevin.Cohen@WinthropIntelligence.com

Visit us online at www.winthropintelligence.com • ©

Winthrop Intelligence, LLC - All Rights Reserved