

## Case Study: Using *Win AD* to Accelerate Career Advancement



*Win AD* is available on a complimentary basis for use by every D-I and D-II athletic administrator preparing to interview for senior level positions at D-I and D-II athletic programs – even if your current school is not a *Win AD* subscriber. With *Win AD* as resource in interview preparation, participants are empowered to distinguish their preparation & candidacy and accelerate their career advancement.

### › How can *Win AD* be utilized for evaluating a potential job opportunity?

**CHRIS:** “As Senior Associate at NC State I used *Win AD* to create a detailed matrix of possible AD job opportunities in the FBS. I analyzed financials, vendor partnerships, coach pay, academic standing and opportunities to grow new revenue. Using the data, I was able to narrow the list down to a couple dozen universities that I would pursue if the opportunity arose.”

**MARY ELLEN:** “You want to know what you’re getting into. *Win AD* showed me salaries, budgets, auxiliary data – the entire financial picture. I consumed an incredible amount of data from *Win AD* evaluating the UWGB job and preparing for the interview.”

### › How does that knowledge impact how you present yourself to the search committee?

**CHRIS:** “Honestly, the ability to come in and provide a detailed analysis about multimedia rights, licensing and apparel, in my opinion, was different than what they heard from other candidates. I wasn’t talking about past deals; I was talking about specific attainable future opportunities with a plan to get there.”

“After the interview, I got feedback that my ability to talk about all the revenue streams in great detail and provide specific, legitimate growth opportunities was viewed very favorably.”

**MARY ELLEN:** “I was able to put all the information together so when I walked into the interview at UW Green Bay, the feedback I received was that I was so well prepared and I had done my homework. When you have data and you can communicate a plan, it shows that you are focused and you want the job more than the next candidate.”

*“It’s like going in and already knowing the answers to the test.”*



**Chris Kingston**  
Former Director of Athletics  
ckingst@bgsu.edu  
419-372-7052

*“Win AD was critical in my interview preparation for the UWGB job. Because I did my homework, I was able to separate myself from other candidates.”*



**Mary Ellen Gillespie**  
Director of Athletics  
AD@hartford.edu  
(860) 768-4145

› Did you talk specifically about *Win AD* during the interview process?

CHRIS: "100% I talked about it. I looked at the chair of the search committee and said 'if we don't already have it, it's the first thing I am buying.' I talked about *Win AD* specifically and how I was able to cull the data and develop a plan. I talked about how I used *Win AD* at NC State to maximize our apparel deal. It's like going in and already knowing the answers to the test."

› How can that data help you grow revenue with vendor partners?

CHRIS: "*Win AD* creates a different starting point in major negotiations. It's such a position of power. It almost doesn't feel fair."

MARY ELLEN: "Vendor data is extremely helpful. Not only could I identify the opportunity for new revenue, but I could help educate administrators about those opportunities and my plan to get us there."

› What data and analysis did you present that seemed to leave a lasting impression?

CHRIS: "I left behind a 1 page chart that laid out where they were, where I knew I could take them and how we were going to get there – all data pulled from *Win AD*. And the best part was, I wasn't asking them for more money to do it. I was able to give the search committee specific examples of where we could save money and drive new revenue because I had copies of their contracts."

› How do you summarize what *Win AD* has meant for your personal career growth and for your department?

CHRIS: "It's been critical in both areas. The validity of the data and numbers created buy-in and everyone on my senior staff is now thinking about generating new revenue and realizing savings. Getting everyone in that mindset and using *Win AD*'s data has been a great guide for us."

MARY ELLEN: "I believe in *Win AD* so much for what it can do for a department – from cost savings to revenue generation. And it was a huge asset to me personally in my own career progression."



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Barefoot at **800-218-2280** or **Kevin@WinthropIntelligence.com**

Visit us online at **www.winthropintelligence.com** • © Winthrop Intelligence, LLC - All Rights Reserved