



## Case Study: CFO Efficiency (Texas and Charlotte)

*Win AD* is a best practice for D-I CFOs in athletic programs of all sizes – from the very biggest to those with less than \$10 million annual revenue. This case study shares insights from **Ed Goble, Former CFO at Texas Athletics** and **Darin Spease, Deputy Athletics Director (Former CFO) at Charlotte 49ers Athletics**. Together, they discuss how *Win AD* provides CFOs and NCAA athletic departments with the ability to save time, improve information used in strategic decision making, increase revenues and cut costs.

*Win AD* is transforming the way CFOs operate and make decisions by:

- › Providing web-based access to thousands of current contracts and detailed performance data
- › Giving users the ability to custom-sort through thousands of coaches and administrators in seconds
- › Offering a constantly updated dataset that reflects the pace of change in the NCAA

**“*Win AD* is great product. For the cost relative to the information you have readily available, it’s a huge value. I would highly recommend it, and I do when I talked to my peers. It’s a no-brainer – Ed Goble ”**

### Familiar Challenges

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#### Gathering Data:

“Even with an extensive network of contacts, you sometimes can’t get all the data you need.”

– Darin Spease

“Surveys are limited in how helpful they are. They’re cumbersome and difficult to compare apples to apples. It’s also very time consuming to call peers and gather information the old fashion way.”

– Ed Goble

#### Consolidating Useful Information For Analysis:

“Previously we spent weeks gathering and reviewing information about a coach who, in the end, may not have been attainable anyway.”

– Darin Spease

“Coaches all seem to have different components to their guaranteed compensation. It’s difficult to uncover these components in a timely fashion.”

– Ed Goble

#### Accurate, Effective Benchmarking:

“Dollars and cents are important, but compensation is much deeper than that. You can’t see buyout language in a survey, plus every school fills out surveys differently.”

– Darin Spease

“Looking at a survey, you see the number, but you don’t know the coach or the school. With the old way, we knew our coach was in the top 10, but it was difficult to pinpoint who the other 9 were, and exactly what they were making.”

– Ed Goble

# Benefits of *Win AD*

## How is *Win AD* impacting the lives of NCAA D-I CFOs and their departments?

"A couple of mouse clicks vs. making 10 phone calls? It's a no brainer. *Win AD* has streamlined our processes and the confidentiality of the research is a big plus." – **Darin Spease**

"*Win AD* has made our jobs easier. It means fewer phone calls, less email and you get a better picture of the market. It has made a huge difference."  
– **Ed Goble**

"The ability to review PDF contracts and see contract language in *Win AD* has been tremendous: termination language, bonus structure, ticket allotments and other perks are now at our fingertips."  
– **Darin Spease**

"During our active search and evaluation, *Win AD* allowed me to do over a week's worth of research in under an hour." – **Darin Spease**

"*Win AD* is great product. For the cost relative to the information you have readily available, it's a huge value. I would highly recommend it, and I do when I talked to my peers. It's a no-brainer"  
– **Ed Goble**

*Win AD* means:

- › Replacing unreliable survey data with indisputable information, while broadening the scope of comparable data
- › Virtually eliminating the need for labor intensive data collection while improving departmental efficiency
- › Improving the quality and context of data used for critical decision-making

## After implementation, what was the most surprising part about *Win AD*?

"The way Winthrop Intelligence reacts to feedback and suggestions. It really surprised us that they were so open-minded. They really understood that the product can only be great if it meets the client's needs. They regularly ask for feedback and input, and that's honestly a refreshing thing." – **Ed Goble**

"I saw the demo and was impressed with the data *Win AD* offered. It wasn't until I started using the tool that I really grasped how much information is at my fingertips. It honestly exceeded my expectations." – **Darin Spease**

## Can you sum up what *Win AD* means to you and your department?

"Speed and Efficiency. It's state of the art data. It's modernized our processes and provides data like we expect to get in 2011." – **Ed Goble**

"Clear ROI has been achieved. *Win AD* is a tremendous asset to our department."  
– **Darin Spease**



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TO LEARN MORE ABOUT *WIN AD*

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