

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
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“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
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› 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*

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