Athletics Administration

Athletics Director & Senior Staff Team

Dr. Barbara Wilson
University President

Lynette Marshall
President
UI Center for Advancement

Presidential Committee on Athletics & Faculty Representatives

Rod Lehnertz
Sr VP,
Finance & Operations

Beth Goetz, Henry B. and Patricia B. Tippie Director of Athletics Chair

- Football
- Men's Basketball
- Women's Basketball
- Men's Wrestling

Holly Bigg
Administrative Specialist

University Human Resources

Office of the General Counsel and OCRC

Kevin Collins
Assoc VP for Athletics Development

Office of Strategic Communications

Provost Office

Suzanne Hilleman
Senior Associate AD
Human Resources

- Org 08 Senior HR Representative
- HR Systems:
  - Staffing
  - Compliance
  - Workflow
- Hiring Consultant
- Staff Orientation
- Staff Development
- Personnel Issues, Investigations & Resolution
- Internal Communications
- Assist with Policies and Procedures

Lyla Clerry
Senior Associate AD
Compliance and Sport Performance / SWA

- SA Performance & Health
  - Drug Testing Admin
  - Sports Medicine
  - Strength & Conditioning
  - Nutrition
  - Mental Health
- Athletics Compliance
- NCAA/Big Ten SWA
- Deputy Title IX Coord.
- FOIA Requests
- NCAA SA Funds
- Team Managers
- Internal Review Board Requests
- Student Athlete Surveys
- SA Issues
  - Summer school, LINK, Housing, Incidental meal plan, Waivers, Medicals, Transfers, Insurance
- **Sport Administrator for Rowing, Softball Swimming and Volleyball**

Joe Parker
Deputy AD for Strategic Initiatives and Chief Operating Officer

- Chief Operating Officer
- Center for Advancement/ Development
- Ticket Office, Group Sales, Event Parking
- Premium Seating
- Aramark/Catering & Food Vendors
- NIL Payments
- Business Office
- Facilities/Capital Projects
- Revenue Generation
- Varsity Club
- **Sport Admin Support for Men's and Women's Basketball**
- **Sport Administrator for Field Hockey, Baseball**

Damian Simcox
Associate AD
Facilities & Capital Projects

- Facility Planning and Capital Projects
- Facilities and Grounds

Greg Davies
Associate AD/Chief Financial Officer

- Financial Operations, Compliance & Workflow
- Audits
- Budget Development & Management
- Inventory Controls
- Retention Schedules
- Equipment Rooms

University CFO

Matt Henderson
Deputy AD for External Relations

- Hawkeye Fan Shop
- Hall of Fame
- Hawkeye Sports Properties/Corporate Partners
- Big Ten Network
- Trademark Licensing
- Departmental & Athletics Communications
- Marketing
- Video Operations
- Graphic Design
- New Media
- NIL Asset/Service
- Corporate Partners
- Signage
- Finkbine
- **Sport Administrator for Women's Wrestling, Men's and Women's Golf and Soccer**

University ITS

Eddie Etsey
Associate AD for Technology & Data Analytics

- Data Analytics and Management
- Information Technology Operations
- **Sport Administrator Women's Tennis**

Marcus Wilson
Executive Sr. Associate AD, Sport Operations & Event Management

- Event Management
- NCAA/B1G Championships
- Legal/Contract Liaison
- FB Bowl Planning
- Sport Administration
- Spirit Squads
- NCAA & Big Ten Championships
- NCAA Institutional Performance Program
- Sports Camps
- Hawkeye Marching Band
- Liaison w/ Parking
- Liaison w/Campus Police
- SA Code of Conduct/ Discipline
- Drug Testing Follow-up
- **Sport Admin Support for Football**
- **Sport Administrator for Track and Field/XC, Women's Gymnastics**

Liz Tovar
Senior Associate AD
SA Academic Services

- Gerdin Athletic Learning Center Management
- Advising & counseling
- Retention & Tutorial Programs
- Life Skills Programming
- ISAAC
- Academic eligibility
- NCAA SA Funds
- SA Issues:
  - Summer school
  - 5th Year Aid
  - LINK
  - Community Service
  - Insurance
- SA Exit Interviews
- PCA Appeals
- Assist w/SA Code of Conduct

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April, 2025