

# CHRISTOPHER MCINTOSH

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April 15, 2021

Dr. Peter Miller  
University of Wisconsin-Madison  
500 Lincoln Drive  
Madison, WI 53706

Dr. Miller,

It is with great enthusiasm that I humbly submit this application and request consideration for the position of Director of Athletics within the Division of Intercollegiate Athletics at the University of Wisconsin-Madison. My experience, including that at UW-Madison as both an athletics administrator and as a former student-athlete, provides a valuable perspective as long anticipated challenges continue to confront college athletics. As UW-Madison seeks to find its place in a rapidly changing landscape, I am uniquely suited to provide visionary leadership for one of the nation's most successful athletic departments, while holding true to the values that have become known as the Wisconsin Way.

As a first-generation graduate, an opportunity made possible to me through sport, it is critically important that we preserve broad-based athletic opportunities for today's young people, providing access to a world-class education and a best-in-class student and athletic experience. While honoring the legacy of our success, I am committed to heightening the expectations of our outcomes on the field of competition, in the classroom, and after college.

At Wisconsin, competitive athletic success is only the beginning. While we have celebrated plenty of victories, arm-in-arm while singing "Varsity", what makes me most proud is all that we have accomplished over the past few years off the court. Through our Forward360 program, I have revived an emphasis on student-athlete outcomes, producing unprecedented results. Academic outcomes have never been better, including record-high Graduation Success Rates in each of the last three years. Post-graduation career placement outcomes are reaching new highs, including 100% successful outcomes for African American student-athletes. Athletic, academic, and post-graduation successes have been achieved while embracing our standard of integrity and without jeopardizing our commitment to student-athlete welfare.

My leadership skills and vision for the future have contributed to our success, and I will continue to display steadfast leadership as we address the challenges that exist here in Madison along with those of college athletics. Our commitment to a diverse and inclusive athletic department remains a priority, and we will build upon the progress of recent years. My appreciation and unwavering commitment to the mental health of our student-athletes has never been greater, COVID-19 having created a stressor like no other. Through specific and decisive action, I have preserved our short-term financial stability, and my knowledge and appreciation of our priorities will ensure long-term financial recovery.

The events of the last fourteen months present a set of challenges that go far beyond just continuing success. Today's challenges are on par with any of those that we have faced in the previous three-plus

decades. My proven tenure of setting and pursuing strategic goals in an ever-changing environment, along with my knowledge and appreciation for this world-class institution, positions me to excel in this role. I appreciate your consideration and look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read 'CM', with a long horizontal flourish extending to the right.

Chris McIntosh  
Deputy Director of Athletics  
University of Wisconsin-Madison

# CHRISTOPHER MCINTOSH

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## VISIONARY LEADER | DEPUTY ATHLETIC DIRECTOR | PRESIDENT / CO-FOUNDER

Experienced and proven leader committed to increasing scope, influence, and impact of organizations that empower and support others. Product of the Wisconsin Idea with intimate understanding of the culture and proven formula of success at the University of Wisconsin-Madison. Champion of access to higher education and personal development through participation in sport. Collaborative and action-oriented while balancing thoughtful decision-making and inclusive leadership.

### CRITICAL COMPETENCIES

Risk Analysis & Resolution	Fundraising and Donor Relations	Budget Management
NCAA/Regulatory Compliance	Change Management	Leadership
Financial Forecasting	Conflict Resolution	Contract Negotiation
Mentoring	Business Process Improvement	Alignment of Beliefs & Values

## PROFESSIONAL EXPERIENCE

### DEPUTY ATHLETIC DIRECTOR | University of Wisconsin - Madison | Madison, WI | 2017 - Present

*A public land-grant university and prolific research institution with 23 Division I intercollegiate athletics programs.*

### ASSOCIATE ATHLETIC DIRECTOR FOR BUSINESS DEVELOPMENT | 2016-2017

### DIRECTOR OF DEVELOPMENT | 2014-2016

Lead team of 400+ employees with direct oversight of fiscal affairs, personnel, strategic planning, facilities, public relations, and fund raising. Proven tenure of anticipating significant industry correction and organizational threats, while assembling the appropriate contingency strategies and resources.

### VISIONARY LEADERSHIP

- Responsible for the development and execution of goals, policies and procedures that promote competitive achievement, inclusive participation, and operational excellence in all 23 athletic programs
  - Identified financial threats posed by disruption of 2020 football season due to COVID-19 pandemic; developed contingency plan to preserve broad-based offering of 23 sport programs; saved \$30M+ in FY21
  - Recognized insufficient capital reserves in 2015 and developed financial contingency plan, benefitting the department during \$70M+ revenue shortfall in FY21
  - Established the Department of Clinical & Sport Psychology committed to promoting student-athlete growth through performance enhancement, psycho-educational outreach, counseling, and consultation
  - Drove financial direction of the \$157M budget (FY21) with \$610M economic impact to the state of Wisconsin
  - Served as Government Affairs liaison collaborating with legislators on wide-ranging issues, including name, image, and likeness, capital projects, UW borrowing and treasury flexibilities, and future legislation
- Key member of search committees that led to the hiring of multiple coaches, including Greg Gard, Paul Chryst, Tony Granato, Yuri Suguiyama, and Marisa Mosely
- Revitalized Senior Woman Administrator role, Academic Services, Human Resources and Business Office capacities; Revamped the Marketing & Communication units in alignment with department growth strategies
  - Recognized need, established and expanded the Inclusion & Engagement unit as one of the first departments across the nation to intentionally focus on diversity, inclusion, and engagement within college athletics

### KEY ACCOMPLISHMENTS

- Advocated for academic excellence and career development resulting in:
  - ✓ Overall Graduation Success Rate (GSR) of 91%, including record highs over the last 3 years
  - ✓ 95% GSR for African American student-athletes, including record highs over the last 2 years
  - ✓ All student-athletes achieved a cumulative 3.2 GPA (2019-2020), with an annual increase since 2017
  - ✓ 100% of the 2019-20 student-athlete graduates reported positive post graduate career outcomes

- Initiated Diversity & Inclusion strategic plan (released in 2020); developed with input from key stakeholders, including newly founded Equity and Diversity Council
- Created innovative partnership opportunities, outside of B1G media distributions, that led to a revenue increase in excess of 30% from FY15-FY20
- Grew callable reserve balances 116% (\$35M - \$76M), mitigating financial risk during the COVID-19 pandemic
- Oversaw and supported unprecedented athletic success including 3 New Year's Six Football Bowl appearances in 5 years; 2020 B1G Men's Basketball Championship; 2 Women's Hockey NCAA Championships; 2 Women's Volleyball B1G Championships & 2019 NCAA runner-up; 2020 Men's Hockey B1G Championship; 2019 Women's Soccer Sweet 16; 2017 Men's Soccer B1G Championship; 3 Women's Softball NCAA appearances; and 3 Men's Cross Country B1G Championships

## **CO-FOUNDER / MANAGING PARTNER | 100 LLC | Denver, CO / Delafield, WI | 2010-2014**

*A mass participation community that inspired a fitness-focused lifestyle and positively affected the health of hundreds of thousands of women through outdoor fitness experiences.*

Ideated the design and creation of the "Nation's Largest Women's Fitness Event." Led growth from three events (13,000 participants) in 2011 to 50 events (163,000 participants) in 2013. Collaborated with customer relevant non-profit organizations and donated \$500,000 to cancer awareness and self-examination cause.

## **VISIONARY LEADERSHIP**

- Administered the operations, logistics, marketing, and financial growth for the event; expanded the company from \$0 - \$10M+ gross revenue in three years
- Conducted negotiations and secured multiple six-figure national sponsor partnerships with prominent organizations including Ford Motor Company, Paul Mitchell, Fruit2O, and Kenmore Appliances

## **KEY ACCOMPLISHMENTS**

- Implemented successful marketing campaigns to increase awareness resulting in a customer base of 300,000+
- Developed the proprietary participant registration platform and database, and oversaw the creation of a \$1M gross annual merchandise sales program

## **PRIOR EXPERIENCE**

**PRESIDENT** | Body Basix, Asset of 338 Partners, LLC | Milwaukee, WI | 2008-2010

**CO-FOUNDER** | Be Fitness and Wellness Center | Delafield, WI | 2006-2016

**REALTOR / FOUNDER MCINTOSH TEAM** | Shorewest Realtors | Brookfield, WI | 2006-2009

**PROFESSIONAL ATHLETE** | Seattle Seahawks | Seattle, WA | 2000-2004

## **ACADEMIC CREDENTIALS**

**Master of Science Educational Leadership & Policy Analysis**, University of Wisconsin - Madison

**Bachelor of Science in Agricultural Sciences**, University of Wisconsin - Madison

Academic All-Big Ten (*cumulative 3.0 GPA*)

**LEAD1 Institute**

**Sports Management Institute**

## **HONORS**

University of Wisconsin - Madison Athletics Hall of Fame Member

Featured in Entrepreneur Magazine, 2013

Board of Directors, Make-A-Wish Foundation - Wisconsin Chapter

Captain of the 1999 & 2000 Rose Bowl Champion Wisconsin Badgers

Co-Most Valuable Player (shared with Ron Dayne), University of Wisconsin - Madison Football, 1999

Big Ten Offensive Lineman of the Year, 1999

Consensus NCAA All American, 1999

Outland Trophy Finalist (*Best College Football Interior Lineman*)

22<sup>nd</sup> pick in the 2000 NFL Draft