

BRAD EDWARDS, ASSISTANT VICE PRESIDENT/DIRECTOR OF ATHLETICS

Brad Edwards became the fifth athletic director in George Mason's history on July 1, 2014.

In just four years at Mason, Edwards has led a departmental effort that secured more than \$20 million in new revenue and product through fundraising and corporate sponsorship agreements, including a \$13.7 million 20-year naming rights partnership with EagleBank. In July 2015, Mason athletics entered a partnership with sports apparel giant adidas worth approximately \$2 million in equipment and apparel. Under Edwards's leadership, Mason also signed a multi-year, million-dollar agreement with Vivature Sports, a training software and billing solution enhancing Mason's commitment to the well-being of the student-athletes.

Edwards announced a five-year extension of a partnership with Learfield, Mason's exclusive corporate sponsorship partner and multimedia rights holder, now on board through 2022. The Learfield extension included the first ever mid-court center hung scoreboard with video capabilities at EagleBank Arena.

Providing outstanding athletics facilities is a priority for Edwards, recently delivering on a \$1.3 million baseball stadium renovation and a dedicated practice facility for the Patriots basketball teams. The Patriots team played their 2017 season at Spuhler Field with brand new dugouts and a major league designed fence and backstop. The basketball facility, which opened in September 2017, was a comprehensive renovation of the "Cage" gym at the Recreation Athletic Center (RAC). The 15,000-square foot space features a Robbins MVP Hardwood surface, which includes a full center court surrounded with two half courts on both sidelines and new lighting.

The basketball facility, a complete overhaul of the teams' locker rooms at EagleBank and newly installed lighting for an improved game day experience were part of the \$2.2 million Phase I of the Basketball Excellence Plan that was recently completed. The men's and women's basketball locker rooms were enhanced with new lockers and benches, a team lounge, a film room and upgraded technologies.

The Patriots have won seven conference championships and has had extreme success in the classroom the last three years. The Patriots have produced 101 Provost Scholar Athletes (3.75 GPA) and the A-10 Commissioners Honor Roll awardees have increased in each of the last three years from 126 in the fall of 2015 to a record 159 in the 2017 spring semester.

The DC Bowl Committee recently welcomed Edwards to the Board of Directors in October 2017. Organized by the DC Bowl Committee, the Military Bowl serves as a premier regional event benefiting the USO and other organizations supporting members of the Armed Forces and their families. In the Atlantic 10 Conference, Edwards was elected chairman of both the competition and television committees and is a member of the basketball advancement committee.

Prior to Mason, Edwards has worked for three college athletic departments. In 2012, he was named athletic director at Jacksonville University, and in 2009, he joined Newberry College as

director of athletics and later served as senior vice president for Intercollegiate Athletics and Institutional Advancement. He began his work in intercollegiate athletics in 1999 after a successful nine-year career in the NFL, joining the University of South Carolina Athletics Department in the role of assistant athletic director for development.

The North Carolina native has a well-documented past in fundraising. At Jacksonville, he raised a department record of approximately \$3 million in new capital gifts for athletic facilities, spearheading the development of a 5,500-seat expansion with a new press box to the football and lacrosse stadium, a new softball office and locker room complex with covered batting cage and a new lacrosse team meeting room.

At his alma mater, the University of South Carolina, he ultimately rose to the role of senior associate athletics director and chief financial officer where he oversaw all financial operations during a time of unprecedented growth, with the annual revenue budget increasing from \$28 million to total revenue from all sources of more than \$52 million. During his tenure, Edwards played a primary role in the development of more than \$170 million in revenue, construction projects and project financing, and subsequently received a letter of commendation from the South Carolina State Treasurer's Office for his handling of the department's financial and business affairs.

In his three-year tenure at Newberry College as director of athletics, Edwards took on the added responsibility of overseeing the restructuring of the Department of Institutional Advancement, consisting of all the college's external affairs in the areas of fundraising, alumni affairs, and communications and marketing. During this time, total giving to the college increased 92 percent over the same period from the previous year.

Edwards has led his departments to athletic and academic success as well. In his two years in Jacksonville, the Dolphins won 13 regular season or conference tournament championships and had five student-athletes achieve All-American recognition, along with five conference Coach of the Year designations. Academically, the Atlantic Sun Conference Female Student-Athlete of the Year award was presented to a student at Jacksonville University. The university also received eight NCAA Public Recognition Awards, and had the highest cumulative program GPA on record with nine teams achieving higher than a 3.2 GPA.

During Edwards' tenure at Newberry, the athletics program moved up 37 places nationally in the Learfield Directors' Cup standings, while fielding 21 All-Americans, five academic All-Americans, an individual NCAA National Champion and three individual NCAA National runners-up.

While at South Carolina, he was part of a leadership team that saw the department's standing in the Directors' Cup rise to a program high of #11 nationally. He worked directly with head coaches Steve Spurrier and Lou Holtz and also played a critical part in strategy formulation, all major coaching hires, new facility design, development and construction; most notably assistance with day-to-day oversight of design and construction of the 18,000-seat Colonial Life

Arena, and primary oversight of the 34,000-square-foot Charles Crews Football Facility. Also, he was responsible for all business operations to include department advertising and multimedia rights, coordination of bowl travel, venue concessions and food service, executive suites, assisting in securing major financial gifts and many other operational aspects of the University of South Carolina athletic department.

Edwards has also spent considerable time in the private sector. During the last three and half years of his NFL career and the two years subsequent to retirement he worked as a financial associate for the Equitable Companies and as a financial consultant for Merrill Lynch. He held series 7, 6, 63, and life and Health insurance licenses and his practice focused on private client financial planning, wealth management, business planning, qualified and non-qualified retirement plan management, banking, and lending. In 1996 Edwards was featured in the *Wall Street Journal* for his dual work in the NFL and in the financial services sector.

Additionally, Edwards worked in the luxury resort real estate business as the vice president for recruiting and training for IMI Resort Holdings from 2006-2009. At IMI, Edwards was responsible for the recruitment and training of IMI's sales executives and sales managers for their various resort properties across North America, Central American, and the Caribbean. He was also responsible for day-to-day management and oversight of the construction and design of IMI's New York City offices located at 745 5th Avenue. During the three years Edwards was at IMI, the company recorded gross sales in excess of \$550,000,000 of luxury resort real estate.

Edwards earned a bachelor's degree in business management from the University of South Carolina and a master of arts in education from Michigan State University. He is also a graduate of the Harvard Business School's Strategic Marketing Management Program, as well as the Executive Management and Leadership Program at the Massachusetts Institute of Technology. Additionally, Edwards is a graduate of the Sports Management Institute, an academic alliance between the business schools and athletic departments of the Universities of Southern California, Notre Dame, North Carolina-Chapel Hill, Texas-Austin, Michigan and Georgia.

Edwards was a standout athlete for the University of South Carolina Gamecock football team, earning second-team All-American honors after the 1987 season. He went on to play free safety in the NFL for nine seasons after being drafted in the second round of the 1988 draft by the Minnesota Vikings.

He also played with the Washington Redskins and Atlanta Falcons and was a defensive co-captain and runner-up MVP with the Redskins Super Bowl XXVI championship team. He was a USA Today All-Pro, a UPI All-NFC selection, and is a member of South Carolina (statewide) athletic Hall of Fame. In 2016, he was voted by NFL.com, as having had the 36th Best Individual Performance in Super Bowl history.

Edwards grew up in Fayetteville, N.C., and is married to the former Marlana Brown. He has three sons—Jackson, Thomas and Colton and a daughter, Hastings.

