

Dr. Bob Fortosis

**Thoughtful Change Catalyst / Servant Leader / Conflict Resolver / Positive Culture Builder / Truth Teller / Relationship Builder / Skilled Communicator / Intense Competitor**

An experienced Intercollegiate Athletics Director with 35 years experience in administration, classroom teaching, coaching, and admissions.

Eighteen years higher ed teaching experience in Sport Management departments.

Significant experience in international sport business as a senior executive with World Cup USA.

Significant consulting experience in intercollegiate athletics in the leadership, team building space.

Experienced executive in the high end, custom, luxury home building space, with over three years of management, systems development, operational oversight, and deep experience in client, subcontractor, and vendor relations / problem solving.

A seasoned senior executive in the business community with deep experience in leading change and building vibrant, productive company culture.

Experience in the consulting space. Work in this area encompasses leadership development/coaching, team building, building corporate culture, needs assessment, college admissions, fundraising strategy and coaching, facility funding and development.

**Education:**

- EdD. Organizational Leadership. Nova Southeastern University (FL)
- MA. Education. Azusa Pacific University (CA)
- BS. Physical Education. Wheaton College (IL)

**Work Experience:**

- **Montreat College. 1980-81. Head Soccer Coach.**  
Led program to first ever winning season. Fundraised for and guided development of a \$5M outdoor competition facility.
- **Geneva College. 1981-83. Head Soccer Coach. Admissions Representative.**  
Guided program to first ever post-season championship appearance. Recruited program's first ever All Americans (2).
- **Westmont College. 1983-91. Associate Professor, Kinesiology/Sport Management; Head Soccer Coach; Admissions Representative.**  
Raised \$500,000 for student scholarships. Developed a deep donor base and built and maintained long term, positive relationships with each donor. Substantial year over year giving increase. Youngest coach in United States college soccer history to reach 100 wins.

Highest winning percentage in history of program. Reached academic rank of Associate Professor.

- **World Cup USA. 1991-1993. Director of Special Projects. United States National Team Player Liaison.** Promoter: United States Men's National Team vs Romania.

Integral part of the senior management team of the most successful World Cup in FIFA history. As one of the earliest executives onboarded, managed the development and implementation of corporation policies and systems for multi-million-dollar operation. Negotiated individual contracts with each state soccer federation on behalf of United States Soccer to leverage multi-million-dollar sponsorships. Staffed, budgeted, and managed (\$2.1M) nation-wide promotional tour. Managed the contracts and marketing exposure of United States National Team players.

- **Grace College. 1993-1995. Director of Athletics; Head Men's Soccer Coach.**

Conducted needs analysis and feasibility study for new athletics facility and identified and secured major gift lead donor (\$5M). Restructured Athletics Department from top to bottom.

- **Cornerstone University. 1995-2003. Director of Athletics. Associate Professor, Sport Management.**

Raised \$14M and oversaw construction of 125,000 sf Athletic Center. Fundraised \$2.8 to support athletic operations. Increased athletic aid budget from \$70,000 to \$1.5M. Brought first National Championship to the university.

- **Eckerd College. 2003-2017. Director of Athletics. Barry University: Adjunct Professor, Sport Management.**

Raised \$3.2M to support scholarships and operations. Grew athletic aid budget from \$25,000 to \$3.8M. Led complete overhaul of department systems and policies. Served on NCAA Management Council, NCAA Academic Requirements Committee, and chaired NCAA Division II Strategic Identity Sub-committee.

- **Windstar Homes. 2017-2020. Executive Vice President.**

Led massive change in company culture.

Effectively stood in the gap between the office and field personnel and built and maintained productive lines of communication, characterized by respect and trust.

Mitigated and rebuilt broken relationships with subcontractors and vendors.

Played lead role in re-shaping systems and operational policy in an intensive, high pressure, fast paced company.

Point person for conflict resolution and relationship building with high net worth clients.

Effectively encouraged and motivated clients to be focused and definitive, timely, decision makers.

Contributed to sales and ongoing business development.

Developed and implemented a comprehensive employee assessment instrument and a regular, ongoing evaluative process.

Played a significant role in recruiting, interviewing, and onboarding new employees.

- Fortosis/Lighthouse Consulting. 2016-Present. **President.** Athletics Administration, Search, Fundraising, College admissions consulting, Intercollegiate Athletics Department Scan, Leadership, Team Building, Conflict Management, Strategic Planning.

#### **Courses Taught:**

- Introduction to Sport Management
- Venue and Event Management
- Sports Psychology
- Sociology of Sport
- Current Issues in Sport
- Coaching Theory and Technique
- Sports Law
- Athletics Administration
- Event and Facility Management
- Theory and Technique of Teaching Team Sports
- Theory and Technique of Teaching Individual Sports
- Fitness for Life
- First Aid and Athletics Injuries

#### **Committees and Association Leadership Experience:**

- NCAA Management Council
- NCAA Academics Requirements Committee
- NCAA Strategic Identity Subcommittee
- NCAA Infractions Appeals Committee
- NCAA Soccer Committee
- SSC Conference Commissioner Search Committee
- NCAA Nominating Committee
- Board member: Florida Sports Hall of Fame

- NCAA Division II Athletics Directors Association
- National Association of Collegiate Directors of Athletics
- Board member: Tampa Bay Sports Authority
- Board member: St. Petersburg Country Club