



Shelby Scholars Lecture Series

GREG BYRNE

Director of Athletics, The University of Alabama

ABOUT OUR GUEST

With over 30 years of experience in sports administration, Alabama Director of Athletics Greg Byrne has built an impressive career highlighted by consistent competitive success, innovative strategies, vigorous fundraising and a strong emphasis on academic excellence and student-athlete enhancement.

Named Alabama's 17th Director of Athletics on January 17, 2017, Byrne made an immediate impact on the Crimson Tide, developing and implementing both The Standard, a strategic plan outlining the mission statement and core values of Alabama Athletics, and The Crimson Standard, a 10-year, \$600 million capital initiative focused on the renovation of facilities and development of infrastructure.

That impact continued in 2022-23 with two major expansion announcements with national partners in Fanatics and LEARFIELD. On July 25, 2022, Alabama and Fanatics made public their new long-term, multifaceted partnership, which included the first-ever team store inside Bryant-Denny Stadium. The expanded partnership allowed the University to capitalize on Fanatics merchandising platforms to create,

promote and distribute Alabama merchandise featuring the name, image, and likeness (NIL) rights of current Crimson Tide student-athletes. Nearly seven months later, the extension of the Tide's multimedia rights relationship with LEARFIELD was announced. The 15-year landmark deal is one of the longest and most integrated in college athletics, building on traditional components along with several new strategic initiatives. Among those are a first-of-its-kind, dedicated NIL hub called The Advantage Center, an original content platform in collaboration with LEARFIELD Studios and access to robust data and analytics enhancements via the company's Fanbase infrastructure.

In 2024, Alabama Athletics and CLC, the leading collegiate trademark licensing agency, agreed to a 15-year extension, making it the longest contract extension in the history of the company. FY24 finished as the highest royalty-generating year for the Crimson Tide and marked the 15th consecutive year in which Alabama ranked as the No. 1 licensing program in the Southeastern Conference. Additionally, UA was the No. 1 NIL royalty-generating institution and launched a first-of-its-kind licensing program for former student-athletes, Alabama Always.

*Thursday, November 7, 2024
4 PM at Tuomey Hall*