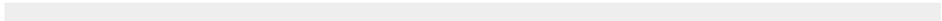


# The New Executive Director

## Jon Danos '90 named executive director of athletics



Wednesday, September 20, 2017



Jon Danos '90 has been promoted to the role of executive director of athletics. Danos has been serving as senior associate athletic director for external affairs since joining the Wildcats' athletic department in August 2015.



JON DANOS

“Jon has exhibited exceptional leadership, added considerable expertise to our business practices, brings a depth of experience and a strong commitment to UNH that has resulted in considerable change since his arrival two years ago,” says director of athletics Marty Scarano. “Furthermore, the financial side of our department has grown enormously under his leadership and has placed us on a trajectory for steady growth and financial sustainability.”

In his new role, Danos will be responsible for the business activities of the athletics department and will participate in the

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leadership and oversight of the department's 20 sports programs. He will work with the staff and coaches as well as leagues and conferences to develop strategies around broadcast rights, brand recognition, revenue and fan experiences while generally expanding his role in representing the department.

"It's been rewarding in so many ways to apply my experience in our pursuit of success and excellence," Danos says. "I'm incredibly excited and proud to be among our student athletes and part of our future."

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Danos is a native of Manchester, New Hampshire. He graduated from UNH with a degree in business administration in 1990 and received his Master of Science degree in management from the University of Maryland University College in 2001.

He will maintain his current responsibilities overseeing athletics revenue generation, including ticket sales, marketing and promotions, communications, licensing, merchandising and Wildcat Sports Properties.

Previously, Danos spent 25 years in minor league baseball, including 12 years with Opening Day Partners LLC and Maryland Baseball LLC as partner, president and COO. He was involved in all aspects of stadium development and team operations, and he oversaw a portfolio of five minor-league teams from Maryland to Texas, four of which started from scratch.

WRITTEN [Mike Murphy](#) | Athletics Communications |

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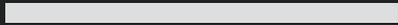
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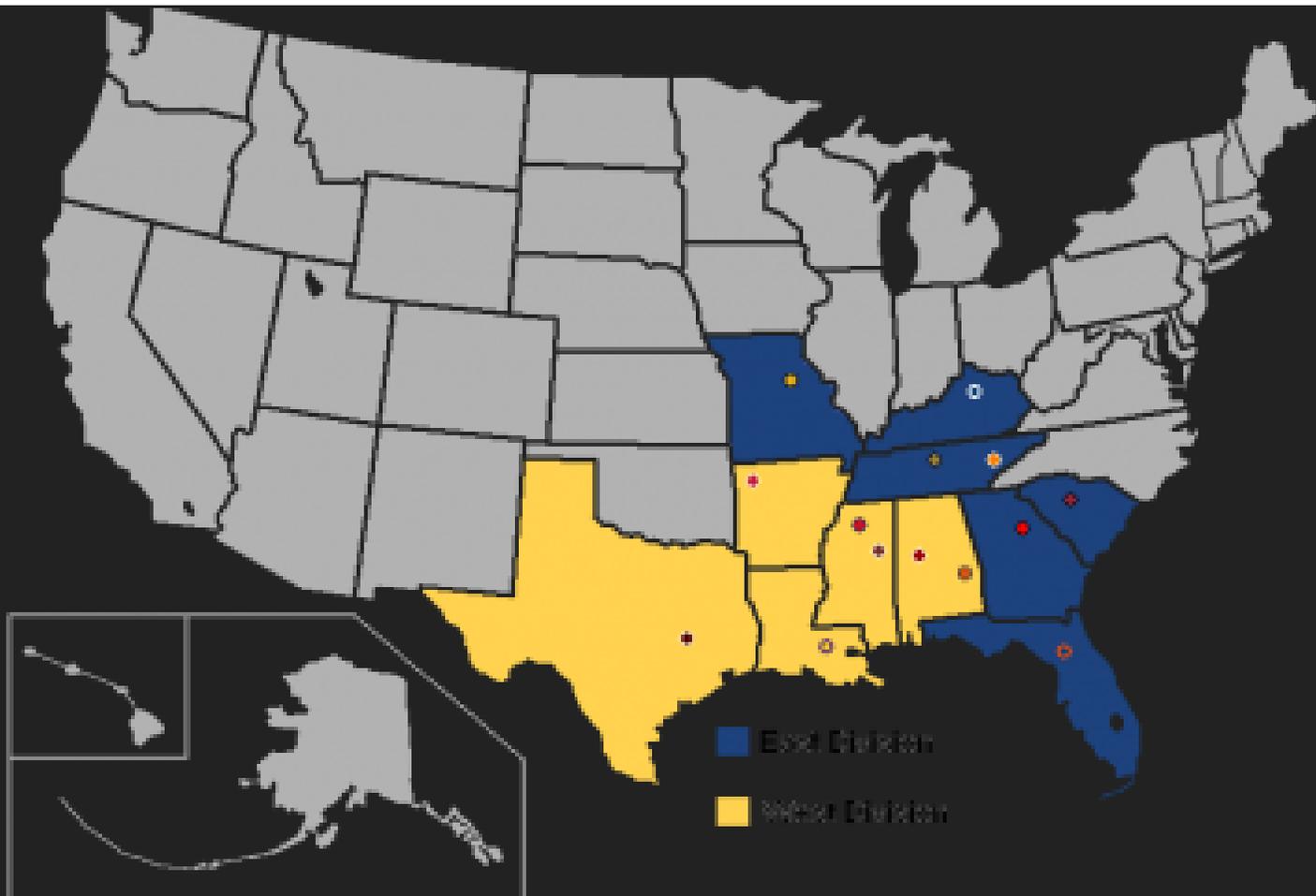
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