

# SPORTS & INTERCOLLEGIATE ATHLETICS LEADERSHIP RECRUITMENT

*Kaye/Bassman delivers trusted partnership, positive industry influence, and thought leadership that truly makes a difference in the lives of student-athletes and the clients we serve.*



## OUR FOCUS

Athletic Directors

Athletic Department Personnel

Associate & Assistant ADs

Coaching Staff & Coordinators

Conference Commissioners

Executive Athletics Leadership

Governance & Advisory Leadership

Head Coach

Media Presence & Press Relations  
(Athletic Communications)

NCAA Market

Operations

Recreation & Campus Wellness Leadership

Sports Administrators

Sports Management

Client-centric, Communicative &  
Comprehensive Recruitment

## RECRUITING DYNAMIC COLLEGE ATHLETICS LEADERS

Kaye/Bassman's Sports & Intercollegiate Athletics Leadership Practice specializes in identifying, recruiting, and advising senior leaders who shape the future of college athletics and recreation. We partner with institutions seeking college sports leaders who can navigate today's evolving higher education landscape while strengthening the institutional mission, competitive performance, and the student-athlete experience—particularly in complex or high-visibility departments and programs.

With deep, firsthand experience across NCAA Division II and Division III athletics and recreation, our team delivers more than successful searches—we provide strategic consultation, program evaluation, and leadership assessment tailored to each institution. We collaborate closely on every engagement to bring a distinctive blend of professional sports, collegiate athletics, and executive advisory experience to each search.

## OUR LEADERSHIP



**SCOTT HEROLDT,**  
MANAGING PARTNER

Scott has over 28 years of experience as a full life cycle executive recruiter, Scott brings a unique blend of expertise in talent acquisition, leadership, and strategic planning to every role. Scott's career has been shaped by a disciplined approach, honed through his education and military service with the United States Army. Scott's extensive work in higher education recruitment with traditional and private universities, as well as proprietary colleges allows him to apply a results-driven, people-focused approach to helping organizations recruit the absolute best talent and individuals to achieve their goals.



**LOU STARK,**  
SR. SEARCH CONSULTANT

With more than 30 years involved in intercollegiate athletics, Lou offers unmatched insight into athletics administration and governance. He has served as an Athletic Direct Report (ADR) for two major Division III institutions and held national leadership roles, including service on the NCAA Division III Management Council and as Chair of the University Athletic Association. His experience ensures rigorous evaluation of leadership fit, effectiveness, and long-term impact.

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