

Alfred University appoints Executive Director of University Relations

10/12/17



Mark J. Riordan

ALFRED, NY Alfred University Vice President of University Relations Jason Amore announces the appointment of Mark J. Riordan to the position of Executive Director of University Relations.

“We are thrilled to have Mark Riordan join our team,” Amore commented. “Mark has a long, successful history of engaging with alumni and building productive relationships.”

Riordan, an Olean, NY, native, has nearly two decades of experience in marketing, sales and promotions in higher education. When asked what attracted him to Alfred University, Riordan responded, “The opportunity to do some great things. The general feel here is so optimistic and so bright. There is a great energy here and I want to be part of it.”

As Executive Director of University Relations, Riordan “will be integral in our efforts to build alumni engagement strategies from a fundraising standpoint, and will also be managing alumni advisory councils,” Amore said.

Riordan comes to Alfred University from Texas A&M University, where spent more than six years with the University&s 12th Man Foundation, an organization that raises funds to support scholarships, programs and facilities in the Texas A&M Athletics Department. He served from January 2015 to July 2017 as vice president of marketing and communications for the 12th Man Foundation, and was vice president of marketing and brand management from June 2011 to January 2015.

At Texas A&M, Riordan was a member of the Kyle Field Redevelopment Committee which raised \$225 million toward the 12th Man Foundation&s Capital Campaign, and directed all marketing and communications for the \$485 million Kyle Field Redevelopment project. He also oversaw the organization&s marketing and communication efforts, directing the publication of 12th Man Magazine, which is distributed 14 times a year to 20,000 members.

Riordan spent nearly nine years at the University of Michigan, serving as was assistant athletic director for marketing and promotions from 2005-11; director of promotions from 2003-05; and assistant director of promotions from 2002-03. His responsibilities included overseeing development of a marketing and promotions strategy for Michigan&s intercollegiate athletics program.

He was assistant director of sales and marketing at the University of New Mexico from 2000-02; sports marketing and promotions assistant at Auburn University from 199-2000; and sports marketing and promotions/special events assistant at East Carolina University from 1998-99.

Riordan is a 1996 graduate of SUNY Geneseo, where he earned a bachelor&s degree in history. In 2007, he received a master&s degree in sports administration from Central Michigan University. He and his wife, Kimberly, and their

three children daughters Cameron (15) and Kelsey (13) and son A.J. (11) live in Allegany, NY.