



KEVIN WATERS

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A 8648 Ribbon Falls Ln

■ Jacksonville, FL 32244

OBJECTIVE

Self-starting, visionary with proven strengths in community engagement and involvement, fundraising, leadership, marketing, mentorship, project management, public relations, teambuilding, and time management. Successful in annual campaigning and financial fluidity for athletic departments. Best utilized in athletic businesses, boardrooms, and higher education environments.

EXPERIENCE

Jacksonville 95ers-The Basketball League Jan 2023-present
Owner and CEO

- Oversee all operations of minority owned professional basketball team
- Oversaw corporate sponsorships and group ticket sells

Barber-Scotia College Oct 2024-present
Associate Athletic Director/Development

- Fundraising for athletic department
- Spearheading alumni annual giving and donorships
- Event planning

Fort Lauderdale Herd Feb 2021-Aug 2023
Vice President of Basketball Operations and Head Coach

- Managed daily operations including scheduling, budgeting, scouting, and game day logistics
- Event management, marketing, and securing sponsorships in Charlotte region

Miami Sports Academy Feb 2021-Aug 2023
Athletic Director

- Fundraising for athletic department
- Managed daily operations of athletic department

EDUCATION

Georgetown University:
Masters in Sports Industry Management

Edward Waters University:
Bachelor of Science in Organizational Management

KEY SKILLS

- ANNUAL CAMPAIGNING
- COLLABORATION
- EFFECTIVE COMMUNICATION
- LEADERSHIP
- MARKETING
- PROJECT DEVELOPMENT
- PROJECT MANAGEMENT
- PUBLIC RELATIONS
- TEAMBUILDING
- TIME MANAGEMENT

AWARDS

- ICAA ATHLETIC DIRECTOR OF THE YEAR 2022
- ABA NATIONAL COACH OF THE YEAR 2016, 2013, 2012

Wilberforce University **Jul 2017-June 2020**

Associate Athletic Director/Head Men's Basketball Coach

- ✚ Developed and managed key events
- ✚ Led program to 2018 Christian College National Invitational Tournament
- ✚ Oversaw athletic fundraising efforts through the Bulldog club

Jacksonville Giants **Jan 2010-Jan 2016**

General Manager and Head Coach

- ✚ Oversaw corporate sponsorships and group ticket sells
- ✚ Directed basketball operations and developed championship-level game strategies
- ✚ Recruited and developed players while strengthening community engagement
- ✚ Led team to 3 ABA National Championships

Jacksonville Bluewaves **Jan 2008-Jan 2010**

Head Men's Basketball Coach

- ✚ Develop and manage key events
- ✚ Oversaw corporate sponsorships and group ticket sells

COMMUNITY INVOLVEMENT

TaxSlayer Gator Bowl

First Coast YMCA, James Weldon Johnson Branch

Kevin Waters Basketball Academy

AFFILIATIONS & LEADERSHIP

TaxSlayer Gator Bowl

- ✚ Green Jacket Member: 2024-present

First Coast YMCA, James Weldon Johnson Branch

- ✚ **Board Development Committee Member:** 2021-present
- ✚ **Advisory Board Member:** 2019-present

International Basketball Federation (FIBA)

- ✚ Member: 2021-present

National Association of Collegiate Directors of Athletics (NACDA)

- ✚ Member: 2019-present

National Association of Basketball Coaches (NABC)

- ✚ Member: 2019-present

National Associate of Athletic Development Directors (NAADD)

- ✚ Member: 2019-present

Minority Opportunities Athletic Association (MOAA)

- ✚ Member: 2019-present

Independent Collegiate Athletic Association (ICAA)

- ✚ **Chairman:** 2021-2023

National Association of Intercollegiate Athletics (NAIA)

- ✚ **Oversight Committee Member:** 2017-2020

American Basketball Association (ABA) Southeast Division

- ✚ **Chairman:** 2010-2013

Jacksonville Bluewaves

- ✚ **President:** 2008-2010

REFERENCES

Available upon request

