

DiGiacomo Named Assistant AD At UNCG

Written by Matt McCollester
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UNCG has named Brent DiGiacomo assistant athletic director for marketing and promotions, Director of Athletics Kim Record announced Tuesday. DiGiacomo brings over nine years of collegiate marketing experience to UNCG with stops

at Virginia Tech, Florida State and San Diego.

"I would like to thank Kim Record and Tim George for offering me this exciting opportunity to join the Spartan family," DiGiacomo said. "I am looking forward to meeting our many fans and continuing to provide the Triad and campus community with fun, affordable entertainment options throughout the year."

DiGiacomo spent the past three years as the director of marketing and promotions at Virginia Tech. He was responsible for managing all men's basketball, men's soccer and baseball promotional initiatives as well as assisting with football on-field marketing and ticket sales strategies. During his time in Blacksburg, he oversaw the internship program and was in charge of all special events for the athletics department.

"I am excited to add someone of Brent's caliber to our staff," associate athletic director for external operations Tim George said. "He brings a tremendous amount of experience from several institutions. His knowledge on the marketing side will be a tremendous asset to our department as we continue to further the UNCG brand."

Prior to Virginia Tech, DiGiacomo spent four years as the assistant director of marketing with the Seminole ISP Sports Network at Florida State. He was responsible for all marketing efforts surrounding the FSU baseball and women's basketball programs. He led the marketing efforts responsible for breaking season and single-game attendance records at both women's basketball and baseball.

DiGiacomo also produced a written plan and was awarded an NCAA women's basketball grant of \$45,000 to promote the Seminoles program. He assisted in fulfillment of several corporate sponsorships, including a million dollar wireless provider contract. Additionally, he planned and executed the Seminole Village, a corporate fan interactive area and introduced the Nole Concert Series prior to each home football game.

DiGiacomo spent two years as the promotions coordinator at the University of San Diego where he had to implement promotional strategies for all 16 Torero athletic teams. He also spent time with the San Diego Padres as a guest services representative (2005), Virginia Tech as an intern (2001-03) and the Richmond Braves video crew (2002-03). DiGiacomo earned a bachelor's degree in public relations from Virginia Tech in 2003. He is currently working on his master's degree in sport administration at Florida State. He is engaged to Stacey Vidt and they will reside in Greensboro.

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Photo Courtesy: Brent DiGiacomo, UNCG Athletics