

## UNCW names Bass as athletic director

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Jimmy Bass, a veteran collegiate administrator with close ties to eastern North Carolina, has been named the University of North Carolina Wilmington's new athletics director, Chancellor Rosemary DePaolo announced Tuesday.

Bass has spent the last three years as Senior Associate Athletics Director for External Operations at East Carolina after holding previous positions at Mississippi State, N.C. State, Pittsburgh, UNCW and Davidson. The appointment of Bass follows an extensive national search that drew about ninety applicants, and included the hiring of Bill Carr and Associates, a highly regarded search firm, and the compilation of a 10-person search committee chaired by Board of Trustees member David Swain, according to a press release.

“We’re very pleased to welcome Jimmy Bass back to our Seahawk family,” said DePaolo in the release. “He understands the passion and dedication that Seahawks everywhere have for our teams. He also has the highest respect for our student-athletes, coaches and athletics staff. Most importantly, he values UNCW’s commitment to academics as well as to athletics.”

Bass, 54, returns to the Port City after serving as UNCW’s first full-time athletics fundraiser in 1986. As Executive Director of the UNCW Student Aid Association (Seahawk Club) and Associate Director of Athletics, he bolstered the school's athletic scholarship efforts and pushed membership in the Seahawk Club from 250 to 1,100 during his three-year stay.

“I am so appreciative of this wonderful opportunity to serve as UNCW’s next athletic director,” said Bass. “I sensed right away Chancellor DePaolo’s genuine commitment to athletic excellence, and I am so excited to be joining her team.”

Bass has had a wide variety of experience that includes development, ticketing, marketing and fundraising. He joined the ECU staff for the second time in February 2006 and has coordinated all fundraising, marketing, promotional, ticketing and media relations efforts for East Carolina's 19 intercollegiate athletic programs and acted as the department's top liaison with marketing firm ISP Sports.

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