



SPORTS RELEASE

UNITED STATES MILITARY ACADEMY

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THE BOOK ON KEVIN ANDERSON

PERSONAL

Given Name: Kevin Bruce Anderson
Hometown: San Francisco, Calif.
Date of Birth: Aug. 5, 1955
Age: 49
Education: B.S., Political Science, San Francisco State University, 1979
Graduate, New Manager School, Xerox Corporation, 1981
Graduate, Marketing School, Xerox Corporation, 1986
Graduate, Executive Program, Public Relations, Golden Gate University, 1990
Graduate, Executive Management Program, Sport Management Institute, 1995
Family: Wife, Moira; daughters, Olivia and Michaela; son, Kevin Jr.

ADMINISTRATIVE BACKGROUND (last position held is listed)

Dec. 2000-Dec. 2004 Executive Associate Athletic Director/External Affairs
Oregon State University, Corvallis, Ore.
Nov. 1997-Dec. 2000 Executive Associate Athletic Director/External Affairs
University of California, Berkeley, Calif.
Sept. 1995-Nov. 1997 Executive Director
YMCA of the East Bay, Oakland and Richmond, Calif.
Feb. 1993-Sept. 1995 Director of Annual Giving
Stanford University, Palo Alto, Calif.
May 1990-Feb. 1993 Director of Development, Marketing and Communications
San Francisco Educational Fund, San Francisco, Calif.
Apr. 1989- May 1990 Northern California Development Director
United Negro College Fund, San Francisco, Calif.
May 1980-Apr. 1989 Manager
Xerox Corporation, Northern California

CAREER HIGHLIGHTS

- First African American to hold the athletic director's position at one of the three service academies.
- Instrumental in the "Raising Reser – Expanding Beaver Nation" fundraising campaign, the first phase of a \$93 million expansion to the Beavers' football stadium.
- Under his leadership, the University of California's athletic department raised more than \$5 million annually.
- Spearheaded strategic plan for renovation of California's Memorial Football Stadium.
- Responsible for raising more than \$5 million in annual gifts during tenure at Stanford.