

Ohio University, College of Business

***AECOM*** **Center for Sports Administration**

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**Martin Jarmond named 2024 Charles R. Higgins Distinguished Alumnus Recipient**

**ATHENS, OH (December 18, 2023)** – The Ohio University AECOM Center for Sports Administration is proud to announce Mr. Martin Jarmond as the 2024 Charles R. Higgins Distinguished Alumnus Award recipient. Jarmond graduated from Ohio University’s MBA/MSA dual-degree program in 2003 and currently serves as the Alice and Nahum Lainer Family Director of Athletics at the University of California, Los Angeles.

With a rich background in collegiate athletics and an intimate understanding of the student athlete journey, Jarmond’s leadership and dedication are rooted in his experiences as a student athlete. Serving as a two-year captain of the University of North Carolina at Wilmington Men’s Basketball team, Jarmond led his team to its first NCAA Tournament appearance, marking a significant milestone for the program. Following graduation, Jarmond went on to pursue a Master’s of Sports Administration at Ohio University.

“I am forever grateful to my classmates who have become lifelong friends. They helped me so much and were there for me when times got hard. Doc K, Theresa, Doc Higgins were instrumental in my growth and development. It’s hard to see reaching your goals when no one in the room looks like you. I’m forever grateful to the OU SAFM program for providing a foundation and pushing me to accomplish what I could not see.”

After his tenure in Athens, Jarmond assumed the role of Assistant Athletic Director for Michigan State, where spearheaded initiatives to introduce Scholarship Seating for football and Courtside seating for basketball. Following his seven-year stint, Jarmond served as Deputy Director of Athletics at Ohio State, where he played a pivotal role in raising more than $120 million in funding between 2010-2012. Jarmond also had significant contributions by serving on various committees including the NCAA Division I Women’s Golf Committee, the first College Football Playoff National Championship Advisory Group and the Rose Bowl Advisory Committee.”

“Martin Jarmond’s success is a direct result of his tremendous work ethic and the relentless positivity he brings to student athletes, staff, alumni and business partners at each and every institution he has been a part of.  Martin embodies all of the traits that our Charles R. Higgins Distinguished Alumnus award stands for, and he joins a long list of highly successful and impactful alumni recipients who have made their mark as exceptional sports industry executives ”, Executive Director of the AECOM Center for Sport Administration and MSA Program Director, Matt Cacciato, said. “Martin’s stewardship of our MSA students, generous time commitments and financial support is critical to our program’s continued success. Further, his many early accomplishments in the roles he has held have accelerated the evolution of NCAA Division I athletics. Most importantly, we have no doubt that Martin’s continued efforts will produce more significantly meaningful contributions for all collegiate sport stakeholders.”

             Jarmond’s leadership and extensive experience led him to become the youngest athletic director of any Power Five institution at the age of 37. During his time at Boston College, Jarmond was the mastermind behind Boston College’s first ever athletics-only capital campaign, which included a five-year goal aimed to propel student-athlete development, strengthen competitive excellence, and enhance external engagement and facilities. At the time, this was the most substantial fundraising effort amongst all Atlantic Coast Conference Institutions, amounting to $150 million.
“To be recognized as the distinguished alum is truly humbling. I stand on the shoulders of those alumni who inspired me to reach for more. I’m grateful for my classmates, SAFM 2003 Best Ever, who always support and uplift one another well beyond our time in Athens. Thank you to the current class who bestowed this recognition. I am forever grateful to the program.”

 In May of 2020, Jarmond became the Alice and Nahum Lainer Family Director of Athletics at the University of California, Los Angeles. Under his leadership, UCLA has won three national championships and has established a partnership between UCLA and Nike/Jordan Brand. Jarmond instantaneously made an impact on the UCLA Athletics community when he introduced the Voting Matters Initiative, a pioneering effort aimed at helping student-athletes acquire the resources necessary to bring change through civic duty. In the ever-changing landscape of collegiate athletics, Jarmond and UCLA Athletics launched the “Westwood Ascent”, a Name, Image, and Likeness (NIL) program that supports UCLA student-athletes and helps them capitalize on NIL.

Jarmond is a well-respected figure in the realm of collegiate athletics. Jarmond was a recipient of the 2001 McLendon Minority Postgraduate Scholarship and has been recognized twice with the prestigious Sports Business Journal’s Forty Under 40 Award. Jarmond has consistently shown a commitment to promoting mental health awareness and fostering diversity, equity and inclusion resulting in his recognition by Sports Business Journal with an award for such in 2021.

Martin and his wife, Dr. Jessica Jarmond, have three daughters: Scarlett, Savannah, and Serena. We are proud to present our program’s highest award to Mr. Jarmond and are grateful to have him a part of the Bobcat family.