



**Amy Huchthausen.....Commissioner, America East Conference**

Amy Huchthausen enters her fifth year as commissioner of the America East Conference. She was named to the position in September, 2011, becoming the conference's fourth commissioner and first woman to lead the league. She received a contract extension in August, 2013, after just two years at the helm that positions her to continue leading the league through June, 2017.

During her first three years as commissioner, America East has made progressive strides in numerous areas. The conference's television exposure in men's and women's basketball has increased significantly through its partnership with ESPN while the men's and women's lacrosse and baseball championships have also been broadcast nationally as a result of the conference's relationship with ESPN. The America East's digital presence has rapidly grown under Huchthausen, most notably with the launch of its digital network, AmericaEast.TV, in August, 2013. AmericaEast.TV showcases a variety of conference sports on one platform, making the availability of free live and on-demand content more accessible to fans. Additionally, the conference has created a robust and innovative social media strategy as it continues to elevate its external presence.

In the past year, the America East developed two partnerships that will be critical in advancing the conference's external exposure. The conference reached a landmark partnership with Ross Video and Ross Mobile Productions, a leading video and technology company, which will enhance the conference's television productions and provide consultant services to its members. In addition, the league selected Shamrock Sports and Entertainment to develop its corporate partner and marketing program that will help maximize the conference's revenue and marketing potential.

Under Huchthausen's leadership, the conference unveiled a dynamic rebranding initiative on August 20, 2013, that more effectively positions the conference for the future, including a redesigned logo and brand platform centered on "Building the Complete Student-Athlete." In line with building for the future, the conference added its first member in 10 years, when the University of Massachusetts Lowell joined the conference on February 14, 2013.

Along with leading America East, she is currently a member of the National Association of Collegiate Women Athletic Administrators (NACWAA) Board of Directors and NCAA Leadership Council. In addition, she serves as a member of the Executive Committee of the Collegiate Commissioners Association (CCA).