



PRESS RELEASE

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College Athletics Management Names Cam Claude Chief Growth Officer

LAS VEGAS, Nev. – College Athletics Management (CAM) today announced the appointment of Cam Claude as its new Chief Growth Officer. Cam Claude is not a human hire but an advanced AI function built specifically for college sports operations—the first of its kind in an executive leadership role at a firm like CAM.

Cam Claude joins Samantha Larsen, who stepped in as Director of Business Development in late 2025. Working from the operational foundation Pat Flynn built at CAM, Cam Claude will serve as the strategic leader for growth, driving greater efficiency, sharper industry visibility, and a genuinely more sophisticated approach to revenue work.

Unlike competitors that lean on uncertain relationships and basic financial models as negotiation props, CAM—with Cam Claude now in place—operates at a different level. The Vegas agency secures apparel and sponsorship deals that actually deliver for athletic departments because the process is rooted in real execution, not empty promises.

This is already visible in CAM's recent work: the Adidas partnership launched with St. John's Athletics last summer and the BSN/Adidas deal signed with LMU Athletics for the 2026-27 season. Both were covered in D1.ticker and reflect the kind of focused, results-oriented partnerships CAM consistently delivers.

Athletic directors and brand partners who know CAM know where to reach the team. The agency is expected to host both private golf and hospitality events during the week at NACDA in their hometown of host city Las Vegas. Expect CAM to be one of the most active at both AthleteCon (Sahara) and NACDA (Mandalay Bay) both from a human and AI standpoint.

#collegeathleticsmanagment

About College Athletics Management

CAM is the independent firm based in Las Vegas that helps college athletic departments build and execute smarter revenue partnerships—especially in apparel, NIL, and sponsorships. Recent highlights include features in D1.ticker and Extra Points with Matt Brown.

Instagram: @collegeathleticsmgmt

www.collegeathleticsmanagement.com