

Dr. Jim Sarra is an accomplished sports management professional with extensive experience in NCAA Division I and II athletics departments. He is currently serving as an Assistant Professor of Sports Management in the graduate program at Western Illinois University.

Before joining Western Illinois University, Sarra held the position of Assistant Professor of Sports Marketing and Management at the University of Dubuque. He also served as the Director of Athletics at the University of Illinois Springfield from 2016 to 2019, overseeing all aspects of the athletic department.

Sarra spent over 28 years in various internal and external administrative roles at NCAA Division I and II athletics departments. He was appointed Deputy Director of Athletics at The University of Texas San Antonio (UTSA) in 2009, where he was responsible for the day-to-day administration of the athletic department. He also served as UTSA's Senior Associate Director of Athletics for External Affairs, Associate Athletics Director for Administration, and Assistant Athletics Director for Compliance.

At UTSA, Sarra oversaw academic services, compliance, strength and conditioning, corporate sponsorship sales, marketing and promotions, media relations, and ticket operations. He also led UTSA's fundraising efforts through the department's annual fund.

Sarra earned his Bachelor's degree in Elementary Education and Master's degree in Advanced Teacher Education from St. Bonaventure University in 1989 and 1990, respectively. He also earned a Master's in Sports Management from Western Illinois University in 1993. He recently completed his second Doctor of Education program in Global Sport Leadership at East Tennessee State University, having already completed a Doctor of Education in Organizational Leadership from Grand Canyon University in 2022.

Sarra's extensive experience in athletics administration and passion for sports management make him a valuable asset to the academic and athletic communities.