



## **Sun Devils:**

Just like you, I have a long-standing passion for, and commitment to, the maroon and gold. Arizona State University has incredible importance and meaning to me on many levels. The opportunity to advance ASU and our charter through sports is a responsibility and privilege that I am thrilled to take on.

My love for ASU sports started at a young age. Growing up on the Gulf Coast, I followed ASU legends like Mike Kelly and Jake Plummer from afar, and a fire was kindled. As a devoted fan of Sun Devil Baseball and Football, the spark I had for this incredible university continued to grow.

When the time came to start thinking about college, ASU was the first place I looked. The school of journalism and college of business, both of my academic areas of interest, were excellent. And like many, the first time I visited Tempe I was immediately hooked. I knew at that moment that no place else was going to offer the sense of community, world-class education, global opportunities and big-time college sports that I was looking for.

And so the journey began.

I arrived on campus in fall 1998, and the Valley quickly became home. I poured into my classwork, earning my undergraduate degree from the W. P. Carey School of Business. I also cheered on the Sun Devils every chance I could, supporting stars like Todd Heap, Amanda Burbridge, Eddie House and Leah Combs.

I represented ASU through several roles in our legendary baseball program. My eight seasons with our baseball program are some of my favorites, and while my career in the sports industry has provided many incredible experiences, nothing so far has topped representing the maroon and gold at the College World Series in Omaha.

The sports business world continued to mold me through 13 years in Major League Baseball with the Arizona Diamondbacks. As a vice president, there were many challenges to help navigate and overcome: growing ticket sales and improving the game day experience; strengthening the bond between the team and the community; leading efforts to host the All-Star Game and the World Baseball Classic; overseeing the creation of Salt River Fields at Talking Stick. And all were up-close opportunities to learn about leadership from fellow Sun Devil Derrick Hall.

Everything came full circle when I returned to ASU in 2021, and there's no place I would rather be. I can attribute nearly everything in my adult life to the decision to become a Sun Devil, including meeting my wife, Alison.

On behalf of my family and the entire athletics department, we're excited to lead the Sun Devils into an important next chapter. Here's what you can expect from me, and from us:

We understand the challenges. An enormous focus as an athletics department will be to provide our student-athletes and coaches with the resources and tools they need to compete and win at

the highest levels, while offering our student-athletes the continued support they need for their academic success.

At the same time, we will obsess over our fans and all those who support the Sun Devils, strengthening existing relationships while building many new ones. Every fan is important. No matter how much you invest, you will be heard and valued.

We will focus on the big moments and the little details, all fueled by the spirit, pride and tradition that we all care so deeply about.

There is no better way to engage our community while showcasing ASU than through the 600-plus student-athletes who proudly represent us while competing on a global stage. Sun Devils who are household names run on NBA courts. They play in the Super Bowl. They win the Masters. And this summer, they will be competing for Olympic gold.

Learn more about the [Sun Angel Collective](#) and our [NIL efforts](#). Come to games at [Mountain America Stadium](#), [Desert Financial Arena](#), [Mullett Arena](#), [Phoenix Municipal Stadium](#), [Farrington Stadium](#) and others. Showcase your business through a [corporate partnership](#), or help us fund the next competitive edge through the [Sun Devil Club](#).

There are many ways you can help us “Activate the Valley,” and we need you now more than ever before. Let’s go!

Onward to Victory,

A handwritten signature in black ink, reading "Graham Rossini". The signature is fluid and cursive, with the first name "Graham" being more prominent and the last name "Rossini" following in a similar style.

Graham Rossini