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Perceptions of Minority Student Athletes on Predominantly White Campuses

Paul Miles

Associate Athletic Director for Corporate Marketing, University of Nebraska-Lincoln

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Perceptions of Minority Student Athletes on Predominantly White Campuses: Life After Sports

Paul Miles
Associate Athletic Director for Corporate Marketing, University of Nebraska-Lincoln

Former Nebraska football standout Paul Miles joined the Husker athletic department staff in January of 2004 as Associate Athletic Director for Corporate Marketing.

Miles played a key role in negotiating a \$2.85 million corporate sponsorship agreement with First National in May. He also handles the Huskers' premier corporate partnerships with ALLTEL, Pepsi and Adidas.

In addition to managing the athletic department's corporate sponsorship program, Miles provides administrative oversight for licensing, marketing and promotional programs. Miles has worked to establish and maintain ongoing communication with the offices designated to recruit and retain students of color, while assisting with diversity programs within the athletic department. Miles also serves on the athletic department's executive team.

Before arriving at Nebraska, Miles was the former President of Junior Achievement of New Jersey and served as the XFL's Vice President in 2002 and 2003. Prior to that, he worked for several Fortune 500 companies, including Nike, Bristol-Myers Squibb and Pepsi. His list of achievements and honors include being named the 1999 New Jersey Minority Achiever of the Year, while his community activities include the founding of the Miles 2 Go 4 Kids Foundation. He has served on the board of directors for a number of associations, including the Caring for Kids Foundation, the Institute for Children with Cancer and NFL Alumni.

A native of Princeton, *N.J.*, Miles lettered as an I-back for the Huskers in 1983, 1984 and 1985. Miles also played professional football as a running back for the Seattle Seahawks and the Tampa Bay Buccaneers from 1986 to 1988 before retiring from football.

Miles earned his bachelor's degree in speech communication from Nebraska in 1986. He completed an internship in athletic administration at Harvard in 1997. He and his wife Lisa, reside in Lincoln.

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