

Marc Donabella
Syracuse University

Marc Donabella is the director of Trademark Licensing for Syracuse University. He was the former associate director of Athletics for Marketing and Licensing. He oversaw the marketing programs for all sports and the trademark licensing program in Athletics. He has over 25 years of experience in higher education. Prior to joining Athletics, he worked for Auxiliary Services in Business, Finance and Administrative Services, and as the trademark licensing administrator for the University. Under his direction, the Syracuse licensing program has showed continual growth from both a revenue and brand awareness standpoint. The program consistently ranks among the top licensing properties in the country, in the ACC and top in the former Big East Conference.

Syracuse University an active member of the Workers' Rights Consortium. He and the University have worked closely with United Students against Sweatshops and the Students Coalition of Organized Labor on the Syracuse campus. Syracuse was one of the original supporters of the Designated Supplier Program. Students from USAS and SCOOOL are asked to participate of the University's Trademark Licensing Advisory Board. During his tenure in Licensing, the University has taken an active position with licensees such as Nike, New Era (even visiting their facilities), Russell Athletic (inviting, Russell, Workers from the Honduras, the FLA and the WRC all to come and speak on campus) and attended numerous WRC/DSP meetings. The University also supported the Bangladesh Accord and required all licensees producing University goods in Bangladesh to participate in the Accord.

His duties for the FLA included being a representative on the University Advisory Committee and was also a member of the Licensee Categorization Review Committee. He is also the chair of the university's Trademark Licensing Advisory Board. He has planned and presented in the Falk School of Sport Management, the Whitman School, at local high schools and at many industry symposiums and conferences. In 2014, he and his team won a national award from NACDA/NACMA for marketing by engaging fans through social media.

As a member of the senior staff and external leadership team, Donabella is credited for establishing innovative advertising, promotional and sales strategies via e-commerce, digital, mobile and social media platforms which enabled the department to establish new attendance records across many sport programs, including football, men's basketball, women's basketball, soccer, lacrosse and volleyball. He was instrumental in using New York City to elevate brand status in the ACC's selection process to adopt Syracuse University. He also manages the on-line team shop, auction and memorabilia sales creating new revenue to support student-athletes.

Donabella continues efforts to brand Syracuse Athletics as New York's College Team affording opportunities for growth in the nation's largest media market, New York City. He is an active member of the International Collegiate Licensing Association, Currently, he participated on a task force with the ACC on increasing attendance at all championship games and brand management strategies. In addition, he was responsible for marketing while hosting the Men's Basketball 2015 Sweet Sixteen at the Carrier Dome as well as many Big East and ACC Championships at Syracuse University.

He was elected to the Syracuse University Senate and served as co-chair for the Senate Committee on Athletic Policy. He has served on the selection committee for Syracuse University Athletics prestigious Doris Soladay Award since 2009. He has also served as the University Advisor for the Psi Psi Chapter of Sigma Chi Fraternity from 2006 through 2015.

Donabella is a graduate of Liverpool High School (Football, Track and Field) and attended Syracuse University and previously Hobart and William Smith College, where he was a football student-athlete. He competed and medaled in the Empire State Games while in high school. He is a member of the Holy Name Society of Our Lady of Pompey, Knights of The Cross, the CNY Triathlon Club, and USA Triathlon. He and his wife, Camille, reside in Cicero with their daughter, Lily.