

Bert Epting, Jr., Ph.D.

Transformational Leader | Team-Oriented | Strategic Thinker

University Senior Administrator

Dynamic executive with a proven track record in fostering a culture of trust, respect, and collaboration. Recognized for exceptional communication skills and a servant leadership approach that inspires teams and drives results. Extensive expertise in enrollment management, student affairs, academic services, fundraising (annual and major gifts), athletics, university communications, and external relations. Passionate about enhancing the holistic student experience while advancing academic excellence and deepening student engagement.

Professional Experience

ANDERSON UNIVERSITY

2016-PRESENT

Private Christian university located in Anderson, SC. It is among the fastest-growing private universities in the country and South Carolina's largest private institution of higher learning.

VICE PRESIDENT FOR UNIVERSITY RELATIONS, ATHLETICS, & STRATEGIC ACADEMIC PERFORMANCE PROGRAMS, 5/2025 – PRESENT

Responsible for fostering external and internal university relationships, with a specific focus on building student loyalty and driving the academic success of our South Carolina HOPE Scholarship recipients, as well as leading a nationally recognized athletic program that participates in the South Atlantic Conference and is part of the NCAA Division II.

- Lead and manage all areas aligned with the Anderson University Athletics Department, including head coaches, assistant coaches, Sports Medicine, Trojan Athletic Fund development officer, Sports Information, administrative assistant for athletics, compliance office, senior woman administrator, athletic facilities manager, and other athletic staff
- Continuing the development and oversight of twenty-one (21) athletic programs, administration of the Abney Athletic Center and Athletic Campus athletic facilities, and management of all indoor and outdoor athletic facilities
- Developed and executing strategies to enhance Anderson University's visibility and reputation within the community, region, and beyond
- Cultivating and maintaining relationships with key stakeholders, including alumni, donors, business leaders, and community partners that have been identified by the Office of Development and Alumni Relations
- Leading Athletic and other assigned fundraising efforts to support university initiatives, leveraging existing athletic department fundraising relationships for major gift support
- Building strong relationships with current students and graduates to foster lifelong loyalty to the institution
- Partnering with the Center for Student Success to design and implement a comprehensive academic support program tailored to the needs and retention of HOPE Scholarship recipients and students with similar academic profiles
- Creating opportunities for students, including HOPE Scholarship recipients, to connect with athletic programs and student-athletes
- In conjunction with the Center for Student Success, monitoring student academic progress and developing data-driven strategies to improve retention and graduation rates
- Developing and implementing programs and initiatives in partnership with career services that foster a strong sense of belonging and community among students

VICE PRESIDENT & DIRECTOR OF ATHLETICS, 5/2018 – 5/2025

Responsible for campus partnerships and strategic planning across multiple facets of the university, as well as the development, management, coordination, and supervision of 21 NCAA Division II sport programs in the South Atlantic Conference (SAC). These responsibilities include financial budgeting, personnel management, regulatory compliance, facilities management, fostering athletic excellence, and collaborating with various internal and external constituencies.

- Secured \$6M gift for the development of the football program
- Secured \$1M naming gift for the football field
- Secured numerous five and six-figure gifts for naming rights in the new fieldhouse (total funds raised at this time is over \$12M)
- Still have over \$11M in asks out for athletic facilities and projects
- Added 3 new sports to Anderson University – Men's Lacrosse, Women's Lacrosse, and Football; this equates to 169 new student-athletes, for a total number of 542 student-athletes fall of 2024
- Increased the Athletic budget by 100% (\$10.1M budget) with the addition of these sports and through the development of new sport proformas
- Increased all facets of Athletic Giving:
 - Trojan Army (student annual giving club) from 130 to over 450+ participants
 - 230% increase in corporate giving (\$78K to \$180K)
 - 265% increase in restricted Giving (\$130K to \$345K)
- Increased our annual reserve from \$0 to \$750,000+ annually in support of athletic projects and needs
- Designed a new culture, new expectations, and a new approach to campus partnerships – key to our success
- Provided strategic and visionary leadership, planning, brand marketing, budgeting, and policy development for the Athletics Department
- Serve on the president's Senior Leadership team, as well as the D2ADA Board of Directors and the Ten at the Top (TATT) Board of Directors
- Athletic Department Success (Spring 2019 – Spring 2025):
 - 33 NCAA Appearances / 21 Academic All-American Honorees / 35 All-American Honorees / 11 Conference Championships / 264 All-Conference Honorees / 117 All-Region Honorees
- Serve on NCAA Men's Basketball Rules Committee (2024 – present)

ADJUNCT FACULTY – CENTER FOR LEADERSHIP & ORGANIZATIONS, 1/2021 - PRESENT

- BUS 631 – Power, Politics, and Influence in Organizations (Ph.D. Seminar)
 - Provide an understanding of power, politics, and influence in today's organizations using the Reframing Organizations framework
 - Explore best practices in conflict resolution, influence techniques, and how to be politically savvy as a leader from both a secular and biblical perspective
 - Examine and reflect upon one's ability to influence others in a leadership context
 - Examine and reflect on one's ability to influence others, manage power, engage in conflict, and navigate political dynamics in an organizational context
 - Discuss politics, power, and influence from a biblical perspective
- LEAD 623 – Understanding and Molding Organizational Behavior (Ph.D. Seminar)
 - Examine organizations from a sociological perspective towards a comprehensive understanding of theory and practice
 - Explore the history and social science of organizational systems, behavior, and design
 - Reframe organizational theory for improving the research and practice of leading organizations

- Analyze and evaluate behaviors that lead to successful initiatives in organizational design and change
- Currently serve on Ph.D. comprehensive and dissertation committees

ASSOCIATE VICE PRESIDENT – OFFICE OF DEVELOPMENT, 7/2016-05/2018

Chief major gift fundraiser and planned giving officer at Anderson University. Responsible for providing leadership and direction for the cultivation, solicitation, and stewardship of all current and prospective major donors.

- Assisted in the completion of the \$15M Student Center Capital Campaign
- Created and maintained a portfolio of 75-100 major gift prospects
- Developed, planned, and implemented the first annual giving day at Anderson University – A Day
- Redeveloped the online giving site and process for the entire university

HOGAN CONSTRUCTION GROUP, LLC

2016

Full-service general contractor, tackling the most complex technical challenges across GA, SC, NC & TN.

BUSINESS DEVELOPMENT, 4/2016 – 7/2016

Chief Business Development officer for the upstate of South Carolina. Responsible for the development, execution, and evaluation of all business development aspects of Hogan.

- Identified, cultivated, and initiated \$3 Million+ building project
- Served as Hogan’s representative on boards and committees to build and cultivate relationships with local officials
- Developed and built business development best practices to retain partners and sustain relationships across the industry

SHORTER UNIVERSITY

2012-2015

Private, Christ-centered, four-year liberal arts University located in Rome, GA.

VICE PRESIDENT, OFFICE OF UNIVERSITY ADVANCEMENT, 1/2012 – 7/2015

Chief fundraising professional responsible for the development, execution, and evaluation of all aspects of the advancement division, including its comprehensive fundraising campaign, major and principal gifts, corporate and foundation relations, annual fund, planned giving, donor relations, alumni relations, research and prospect management, advancement services, marketing and communications, external affairs, and university events.

- Increased the university endowment by approximately \$1.8M in three years (approx. 10% increase)
- Closed major gifts of \$1M and \$1.2M during my three-year period, plus numerous 5 and 6 figure gifts throughout that time
- Built a sustainable annual giving program that included print pieces, electronic solicitations, student-led phone-a-thon, anniversary reminders, affinity mailings, scholarship luncheons, and brand initiatives
- Led a 60% increase in annual giving (1st year – \$13,000 increase / 2nd year – \$22,000 increase / 3rd year – \$54,000) for a total increase of over \$90,000 in a three-year period
- Created Shorter University’s comprehensive capital campaign and made the initial asks for the silent phase of the campaign
- Served on the President’s Council and was a strategic partner in presenting a balanced annual budget of over \$48M
- Participated in the 10-year re-accreditation process with SACSCOC as part of the executive leadership team
- Created and guided the comprehensive major gift strategy and plan for Shorter, while maintaining a portfolio of 50-75 major and annual giving prospects

SENIOR DIRECTOR OF DEVELOPMENT, OFFICE OF DEVELOPMENT, 9/2008 – 1/2012

Chief fundraising professional for the Division of Student Affairs. Responsible for identifying prospects, developing, and proposing strategies for the cultivation of, and stewarding gifts from corporations, alumni, friends, and parents for major gifts of \$25,000 and above.

- Participated in \$1B Will to Lead Campaign, as well as led the strategic vision for this campaign within the Division of Student Affairs
- Raised over \$300,000 annually through the Parents' Fund for Student Affairs needs and programs
- Grew unrestricted major giving within the Division of Student Affairs from \$150,000 annually, to over \$500,000 annually
- Participated in developing the vision and building a strategic plan and marketing pieces for the first ever campus chapel at Clemson and the Y-beach renovation and development
- Developed the Inaugural Leadership Circle for the Vice President for Student Affairs made up of \$10,000 annual unrestricted donors (10 commitments in two years)
- Areas of support within the division included the Michelin Career Center, the Gantt Center for Student Life, Leadership Programs, Diversity Programs, Campus Safety, Redfern Health Center, Campus Recreation, University Housing, Athletics, and New Student Programs

ASSOCIATE DIRECTOR OF NEW STUDENT & FAMILY PROGRAMS/DIRECTOR OF ORIENTATION, 11/2006 – 9/2008

Lead program administrator for the comprehensive University-wide Orientation program.

- Created, planned, implemented, and evaluated orientation programs for all freshmen and transfer students throughout the year
- Welcomed over 10,000 incoming students and families to campus every year in collaboration with academic affairs, student affairs, and other campus partners
- Responsible for budget collection and allocation of over \$1M

ASSISTANT DIRECTOR OF STUDENT DEVELOPMENT SERVICES, OFFICE OF STUDENT DEVELOPMENT SERVICES, 4/2005 – 11/2006

Directed orientation reservations and check-in processes including policy development and interpretation.

- Coordinated orientation publications and advertising, the services fair, and the student organizations fair
- Recruited, trained, supervised, and evaluated the student ambassador program (30+ students)
- Coordinated the Student Affairs Graduate Assistant Selection process for the division

VISITOR CENTER ASSISTANT DIRECTOR, 1/2004 – 3/2005

Supervise the comprehensive campus tour system and staff, including campus tours, academic meetings, campus-wide visit days, and student ambassadors.

- Managed staff (60+ students), tour schedules, and coordinated special group tours
- Partnered with faculty and staff across campus to provide meaningful campus visits to prospective students

Education

Doctor of Philosophy in Educational Leadership

Clemson University, Clemson, SC

Master of Counseling Education (Concentration: Student Affairs)

Clemson University, Clemson, SC

Bachelor of Science in Business Administration

Gardner-Webb University, Boiling Springs, NC

Professional Organizations

National Association of Collegiate Directors of Athletics (NACDA), Spring 2018-present; Division 2 Association of Athletic Directors (D2ADA), Spring 2018-present; D2ADA Board of Directors, Fall 2022-present; Ten at the Top Board of Directors, January 2023-present; Council for Advancement and Support of Education (CASE), Spring 2010-present; Association of Fundraising Professionals (AFP), Spring 2010-2018; NASPA member, Fall 2005-2018; National Orientation Directors Association (NODA) member, Fall 2005-2008; Chi Sigma Alpha honor society, Spring 2003-present; South Carolina College Personnel Association (SCCPA) member, Spring 2003-2005

Publications and Presentations

Anderson University Chapel Service

Anderson, SC (March 2023)

- Chapel speaker for Anderson University on the importance of my Christian faith through the ups and downs of life

Anderson University Board of Trust

Anderson, SC (Oct 2022)

- Presented to the Anderson University Board of Trust on the development of the football program and future growth of the athletic department

Clemson University Dissertation Defense

Clemson, SC (Oct 2013)

- Presented research, findings, and conclusions of qualitative research
- Title: An Analysis of How Participating in a NCAA Division I-A Football Program Impacts the Christian Faith Development of Student Athletes

American College Personnel Association

Atlanta, GA (March 2008)

- Presented research on the Bridge to Clemson program, which is a partnership between Clemson University and Tri-County Technical College and the ideas of making connections through Orientation and fostering academic success