



## FEATURED SPEAKER



### Desiree Reed-Francois

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Director of Athletics  
University of Missouri



### BIO

Desiree Reed-Francois was named Mizzou's 21st Director of Athletics in August 2021.

Already in her short tenure, Mizzou has made changes to enhance the gameday experience of guests, implemented Black & Gold Fridays across the state and made several prominent organizational hires towards the Department's pursuit of excellence. The Tigers are establishing a student-athlete focused, championship culture in Columbia.

Reed-Francois came to Mizzou after serving four years as the Director of Athletics at the University of Nevada Las Vegas. She has also served in senior leadership roles at Virginia Tech, Cincinnati and Tennessee during her 25-plus years in collegiate athletics.

A former student-athlete at UCLA, Reed-Francois is the first female athletic director in Mizzou's history, the first female athletic director in a public institution in the SEC and was the first Hispanic female and woman of color athletics director at the Football Bowl Subdivision (FBS) level.