



Aaron Hernandez, L'13

In November 2019, the Sandra Day O'Connor College of Law named Aaron Hernandez the Director of the Allan "Bud" Selig Sports Law and Business Program at Arizona State University. Aaron supervises the Sports Law and Business (SLB) Program, overseeing operational efficiency, admissions, curriculum development, academic and career advising, recruiting, donor and alumni relations, and student engagement. Aaron also teaches at the law school.

Before joining Arizona State, Aaron was the Associate Director of Football at the NCAA, where he founded the Marquette Law School Externship Program with Enforcement. He specialized in stakeholder engagement in Division I (FBS), working closely with high profile college football coaches, athletic directors, sports administrators, and others to identify major threats to the collegiate model. He was the primary liaison to the Big 12 Conference, American Athletic Conference, Under Armour, and the College Football Playoff for all football-related matters. Aaron also conducted investigations of institutions that may have violated NCAA rules pertaining to Division I college football.

Aaron previously served in compliance and legal roles with: Marquette University Athletics, the National Sports Law Institute, NASCAR, and Gray & Associates, LLP. Aaron graduated from Marquette University Law School in 2013, receiving a certificate in Sports Law from the National Sports Law Institute. Aaron was named the 2019 Marquette Sports Law Alumnus of the Year and is published in four separate law journals for works focused on legal issues in sports. He currently serves on the advisory board for the National Sports Law Institute.