

AARON HERNANDEZ

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915-355-6093

EDUCATION

Dr. Charles Whitcomb NCAA Leadership Institute

Leadership Institute Certification, 2019-2021

Marquette University Law School, Milwaukee, WI

Juris Doctor, May 2013

Sports Law Certificate, National Sports Law Institute, May 2013

University of Notre Dame, Notre Dame, IN

Bachelor of Business Administration in Finance and Political Science, magna cum laude, May 2010

SPORTS LAW EXPERIENCE

Marquette University Law School, Milwaukee, WI

National Sports Law Institute

Director and Associate Professor of Practice, August 2026 – Present

Church, Church, Hittle + Antrim, Indianapolis, IN (remote)

Collegiate Sports Law Practice Group

Of Counsel, January 2024 – Present

- **Provide counsel to a diverse range of clients and CCH+A attorneys on sports law matters**
 - Assist the Sports Law Practice Group with strategy related to communications in adversarial and advisory matters within college athletics, including: allegation review board memos, pleadings, letters to governance officials, communications with athletics departments, audits of departments, investigations, etc.
 - Provide counsel on matters related to college football to help the Sports Law Practice Group and related clients.
 - Collaborate with other attorneys on matters related to Title IX, employment law, sports law, and NCAA governance.

Arizona State University, Sandra Day O'Connor College of Law, Phoenix, AZ

Allan “Bud” Selig Sports Law and Business Program

Assistant Dean and Executive Director, July 2023 – Present

Assistant Dean and Director, January 2023 – June 2023

Director, November 2019 – December 2022

- **Manage a Sports Law and Business Program for a Top 30 Law School**
 - Primarily responsible for the administration of the Selig Sports Law and Business (“SLB”) Program as the top administrator in the organization.
- **Strategy, Vision, Growth, External Relations, and Development**
 - Represent the SLB Program at all external events, create industry allies to aid student outcomes, help raise money for the school, and craft a long-term growth plan for the SLB Program.
- **Operations, Budgetary Oversight, and Internal Relations**
 - Responsible for all internal operating functions of the SLB Program: budget, compliance, human resources issues, cross-departmental functionality, course scheduling, managing project timelines for SLB Administrative Team, auditing classes, hiring faculty associates and managing them, etc.
 - Oversee a team of over 10 people and report to the Dean of the Law School.

- **Admissions, Marketing, Recruiting, and Retention**
 - Responsible for all recruitment efforts and marketing the program in the sports industry with goal of more talented applicants and generating interest with more potential employers.
 - Ultimate decision-maker on admissions into the program. Work with law school personnel to manage a cohort of over 100 students. Oversee team responsible for nurture campaigns to keep admitted students from attending school elsewhere.
- **Student Advising, Student Placement, Curriculum Development, Teaching**
 - Primary academic and career advisor to students with main goal to help them secure a job in sports.
 - Teach multiple courses at the law school, including immersive experience in Australia. Responsible for developing a curriculum and coordinating courses with other industry experts who serve as co-instructors.

National Collegiate Athletic Association (NCAA), Indianapolis, IN

Associate Director of Football, August 2019 – November 2019

Assistant Director of Football, December 2013 – August 2019

Postgraduate Intern (Enforcement), June 2013 – December 2013

- **Relationship management, public speaking, and external affairs.**
 - Created buy-in and helped redefine and rebrand NCAA Enforcement in a more positive light.
 - Developed rapport with key stakeholders, including several Power-5 schools.
- **Strategic planning, operations, budgeting, hiring, and supervision.**
 - Oversaw budget and operations of Events Team and oversaw staff development events.
 - Founded the Marquette Law School Externship Program. Supervised, evaluated, and trained externs.
 - Member of search team for yearly postgraduate internship and other permanent positions.
- **Source development specialist and investigator in the Enforcement Football Development group.**
 - Subject matter expert on football recruiting trends and the NCAA Infractions Process.
 - Specialty expertise on the Big 12, The American (AAC), and Conference USA schools.
- **High-profile matters, NCAA infractions process, risk management, and executing high-level decisions.**
 - Lead investigator on over 30 Division I FBS cases.
 - Presented a high-profile case to the Division I Committee on Infractions. Won the case.
 - Lead investigator on multiple student-athlete well-being cases dealing with Title IX sexual assaults, harassment, drug use, crimes, and other areas of risk not traditionally within NCAA jurisdiction.
- **Diversity and Inclusion**
 - Primary liaison to NCAA Office of Inclusion, member of the Enforcement Inclusion Guiding Team, Culture and Inclusion Team, and chair of the Events Team in Enforcement.

LANGUAGES AND OTHER SKILLS

Fluent in Spanish; Proficient in major social media platforms; Proficient in Microsoft Office.

PROFESSIONAL CERTIFICATIONS AND BOARD MEMBERSHIPS

The State Bar of Wisconsin, *Attorney* (2013 – present)

National Sports Law Institute, *Board Member* (2020 – present)

Uplifting Athletes, Inc., *Board Member* (2023 – present)

Sports Lawyers Association, *Board Member* (2024 - present)

PUBLICATIONS AND AWARDS

Allan “Bud” Selig Sports Law and Business Program 2026 Faculty of the Year.

Phoenix Business Journal “40 Under 40” Class of 2025.

Allan “Bud” Selig Sports Law and Business Program 2021 Faculty of the Year.

Marquette University Law School 2019 Sports Law Alumnus of the Year.

Aaron Hernandez and Danielle R. Gershen, *Roll the Reel: the Evolution of Racial Issues in Sports Law*, 35 MARQ. SPORTS L. REV. 313 (2025)

Aaron Hernandez, *Step One: Solving the NCAA Sexual Assault Problem*, 32 MARQ. SPORTS L. REV. 157 (2022).

Aaron Hernandez, *NCAA administrator finds support as gay man in big-time college football*, Outsports (Nov. 26, 2018), <https://www.outsports.com/2018/11/26/18113965/aaron-hernandez-gay-football-ncaa>.

Aaron Hernandez, *All Quiet on the Digital Front: the NCAA's Wide Discretion in Regulating Social Media*, 15 TEX. REV. ENT. & SPORTS L. 53 (2013).

Aaron Hernandez, *The Duty of Care College Football Coaches Owe to Student Staff Members: Analyzing the Tragic Death of a Student Videographer at Notre Dame*, 24 MARQ. SPORTS L. REV. 243 (2013).

Matthew J. Mitten and Aaron Hernandez, *The Sports Broadcasting Act of 1961: A Comparative Analysis of its Effects on Competitive Balance in the NFL and NCAA Division I FBS Football*, 39 OHIO N. U. L. REV. 745 (2013) (symposium contribution) (adapted version published as part of a Festschrift in a Korean publication in celebration of the 60th Birthday of Prof. Kee Young Yeun).