

Overshown Announces Key Leadership Appointments in External Affairs *Baylor Adds Park, Malebranch, Elevates Hoff to Lead Brand Engagement*

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WACO, Texas -- Baylor Deputy AD Jovan Overshown announced key leadership appointments within the External Affairs division. These additions, including both new hires and internal promotions, are designed to bolster Baylor Athletics' ability to navigate the rapidly evolving landscape of college athletics. This revised structure reinforces the department's commitment to maximizing brand impact and driving sustainable revenue generation in a highly competitive environment.

Among the new appointments are Chris Park, who will serve as Executive Senior Associate AD for External Affairs and Business Development, and Justin Hoff, who is being elevated to the role of Senior Associate AD for Brand Engagement.

Athletics also joins University Advancement in welcoming Hans Malebranche, as Associate AD for Major Gifts/Senior Director of Development.

Chris Park, a nationally respected and veteran administrator, will join the department on April 1 as Executive Senior Associate Athletics Director for External Affairs and Business Development, following a two-year stint in a similar capacity at Texas A&M, where he served as Deputy AD for External Relations and Business Development. Park has also served in various leadership roles at Washington State, UTEP, Texas State and Sam Houston State.

His duties will include oversight of brand engagement, "B" Association, Baylor Bear Foundation, ticketing, and multimedia rights. Park will also serve as a member of the athletic director's cabinet.

Reporting to Park, Chris Lynn, while retaining his title of Assistant AD for Development, has assumed significant leadership responsibilities, now overseeing the day to day operations of the Bear Foundation and serving as Executive Director of the Bear Foundation.

Longtime Baylor Athletics team member, Justin Hoff has been promoted to the newly created position of Senior Associate AD for Brand Engagement. Hoff joined Baylor Athletics in 2014, currently serving as Associate AD for Creative Services. In addition to the creative team, Hoff will add oversight of marketing, fan engagement and athletic communications, playing a crucial role in shaping and amplifying the Baylor Athletics brand.

Hoff's proven track record at Baylor, combined with his prior experiences, will bring deep knowledge and passion to this elevated role.

Malebranche, an 11-year fundraising and sales veteran within collegiate athletics, joins us from Middle Tennessee State, where he most recently served as Associate AD and Chief Development Officer, leading consecutive years of record-breaking fundraising success.

With prior experience at Louisiana-Lafayette, where he oversaw a major gift strategy that resulted in record-setting donations, and a background in business development with Learfield, Malebranche's

expertise in cultivating relationships and driving philanthropic support will be instrumental in advancing Baylor Athletics' fundraising goals.

"We are thrilled to welcome Chris Park and Hans Malebranche to the Baylor Family and are confident they will make a meaningful impact, strengthening our commitment to the mission and values of Baylor University," said Overshown. "I also want to acknowledge the leadership of Justin Hoff, who has served Baylor Athletics with excellence for over a decade, most recently leading our Creative areas to unprecedented growth and success, and the great work of Chris Lynn in the Bear Foundation. These changes reflect our shared commitment to serving these crucial areas as we enter the new frontier of collegiate athletics."

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