



Ashleigh Bachert

Executive Director

A rising all-star in the sports tourism industry, Ashleigh Bachert was named executive director of the Durham Sports Commission in January 2017. With extensive experience and contagious enthusiasm, Bachert leads Durham's efforts to attract, support and promote youth, amateur and professional sporting and recreational events.

The nonprofit's first executive director, Bachert assumed the position at the Durham Sports Commission less than a year after it was established by the City of Durham, Durham Chamber of Commerce, Durham Convention & Visitors Bureau and Durham County. In her first year, she is actively working to support locally owned and operated events, draw more sports events to the area and increase community engagement. Looking ahead, Bachert will spearhead a facility feasibility study as well as continue to discover new ways to service events and provide value to event owners.

She was most recently the executive director of the Jacksonville-Onslow Sports Commission, where she oversaw all aspects of the nonprofit's strategic plan, funding and resource allocation. In the 2015-2016 fiscal year, Bachert recruited and grew more than 60 events in eastern North Carolina across many sports, including football, soccer, lacrosse and boxing as well as endurance events and auto sports shows. During her tenure, the JOSCS economic impact surpassed \$4 million as the county's hotel room nights increased by more than 2,000. For every dollar invested, the JOSCS return was \$137 under Bachert's leadership. Sports tourism is prospering in Onslow County, N.C., because of her foresight, engagement and service.

Preceding her years with the JOSCS, Bachert developed her professional skills by holding positions across the sports and travel industries. As a facility manager, she learned how to supervise staff, generate leads and maintain a commercial recreation property. During her time as a hotel sales manager, she negotiated rates, created strategic growth plans, oversaw renovations and finalized a contract with the National Football League to host media members and the Wounded Warriors Project for Super Bowl XLVI. Bachert also received recognition during her time spent working within the athletic departments of two championship caliber NCAA Division I institutions: Indiana University and University of Louisville. As the assistant director of marketing, she implemented marketing plans across all varsity sports, coordinated postseason events for the Big Ten Conference, Big East Conference and NCAA, managed budgets, maximized fans' game day experience and engaged community groups.

Bachert has strong ties to the area, having grown up in Durham and attended Northern Durham High School. She went on to play softball at the University of Connecticut, where she made the Big East Academic All-Star Team and was on the Athletic Director Honor Roll for multiple years, earning her B.S. in sports marketing. She received her master's degree in sport administration from the University of Southern Mississippi as well as a certificate in nonprofit management from Duke University.

She currently lives in Durham with her husband and their seven-year-old daughter. She is on the Board of Directors for SportsNC as well as a member of the National Association of Sports Commissions' Professional Development Committee. On her own time, Bachert enjoys running and volunteering. She received the Ainsley's Angels of Eastern Carolina Golden Wheel Award in 2016 and participates in many other organizations' endurance events.