



Meet Our New Athletic Director: Mr. Brian Sansom

Mr. Brian Sansom is a seasoned athletics administrator and coach, who most recently served as the vice president for enrollment and athletics at Bethany College in West Virginia.

His leadership proved to be essential in advancing both student engagement and recruitment at Bethany College, leading to record-breaking results. In his role as vice president, Mr. Sansom used his experience as a strong recruiter and leader to help increase overall new student enrollment, including non-student-athletes. Previously, Mr. Sansom had served for two years as the College's director of athletics with his well-implemented initiatives contributing to the largest incoming classes in more than a decade. His strategic approach significantly bolstered the College's enrollment efforts, including securing the funds to install a state-of-the-art video board that showcased Bethany's programs and highlighted its unique offerings. Mr. Sansom also played a key role in the recent renovations of Bethany's athletic facilities, further enhancing the College's appeal to prospective students.

He joined Bethany College in 2016 as the head women's basketball coach, bringing with him a wealth of experience from previous roles at Fairleigh Dickinson University and Montclair State University. Under his leadership, the Bison women's basketball team achieved six consecutive Presidents' Athletic Conference (PAC) Tournament appearances, including a semifinal berth and notched a 15-win season in the 2021-22 season both the first since 2011-12. He coached 12 All-PAC athletes including back-to-back PAC Newcomer of the Year recipients and a D3Hoops.com Rookie of the Year and D3Hoops.com All-Region player. As Bethany's head women's basketball coach, Mr. Sansom played a pivotal role in the athletic department serving as the chair of staff council, travel coordinator, and assistant director for athletic recruiting and retention.

Prior to Bethany, Mr. Sansom spent a season at Fairleigh Dickinson, a NCAA Division I member of the Northeast Conference. Mr. Sansom helped the Knights to the quarterfinals of the NEC Championship Tournament, where the team fell to eventual conference champion and NCAA Tournament qualifier, Robert Morris University. Along with the NEC Tournament trip, Mr. Sansom also helped coach three All-NEC selections, including first-team honoree Erika Livermore, second-team selection Kelsey Cruz and NEC All-Rookie Team honoree Madelynn Comly.

Mr. Sansom spent four seasons (2011-12 through 2014-15) at Montclair State University. Assisted in Montclair State posting a total record of 107-14, including a 58-6 mark in conference play; In 121 total games, the Red Hawks posted a winning percentage of .884 with Mr. Sansom



Mr. Brian Sansom, Athletic Director

serving as an assistant to Head Coach Karin Harvey. The Red Hawks won three NJAC titles and advanced to the NCAA Tournament “Sweet 16”, “Elite 8” and “Final Four” in consecutive seasons. In 2015, Montclair finished third in the Nation, defeating Tufts University, 56-48, in the consolation game.

During his time with the Redhawks, Mr. Sansom coached 12 All-NJAC selections, including seven first-team honorees. He also helped his athletes to eight D3Hoops.com All-Region picks, as well as four D3Hoops.com and Women’s Basketball Coaches Association (WBCA) All-American selections. One of the top players in Montclair State history, Melissa Tobie, played all four years under the tutelage of Sansom. Tobie was a three-time NJAC Player of the Year, recorded over 2,000 career points while also tallying 1,000 career rebounds. In four seasons with Sansom, Tobie was a three-time All-American selection, as well as being named a Capital One CoSIDA Academic All-District honoree.

While at Montclair, Mr. Sansom also played a role in their admissions office where he gained valuable experience at Montclair State University, where he coordinated and executed all admissions events, enriching the campus visit experience and boosting recruitment efforts.

Mr. Sansom holds a bachelor's degree in sport management studies from the University of Pittsburgh at Bradford and a master's degree in intercollegiate athletic administration from California University of Pennsylvania. Mr. Sansom and his wife, Erikka, an Elmira, New York, native, have a son named Lucan.