

Jim Booz

Jim has nearly three decades of experience in collegiate athletics programming and management. At James Moore, he provides our higher education clients with strategic advice regarding NIL concerns, eligibility requirements, waivers and other intricate NCAA matters as the collegiate athletics landscape evolves.

Before joining James Moore, Jim spent almost 13 years at the University of Virginia, most recently serving as deputy athletics director. Among many responsibilities in that position, he oversaw the athletic department's NIL program and was involved in several institutional and national programs and committees centering around strategic planning, leadership development and peer review. Before his time at UVA, he spent several years performing similar work at Vanderbilt University and the University of Georgia.