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Northland College Announces Daniel Schumacher as Executive Director of Intercollegiate Athletics

Ashland, Wis., June 6, 2023 — Northland College is pleased to announce the appointment of Daniel Schumacher as its new executive director of intercollegiate athletics, effective mid-June. Schumacher brings a wealth of experience in both private and public institutions and a strong track record of success in collegiate athletics administration, having served as the athletic director at the University of Wisconsin-Eau Claire for the past nine years.

“Dan’s impressive professional background will assist in building our athletic program, strengthening enrollment, and supporting philanthropic initiatives,” said College President Chad Dayton.

Schumacher comes to Northland College having left behind a lasting legacy at UW-Eau Claire—Wisconsin’s largest athletics program at twenty-five NCAA-sponsored sports and 825 student athletes.

During his tenure at UW-Eau Claire, Blugold Athletics experienced notable growth and achievements. The university expanded and increased enrollment in its sports offerings and claimed an impressive seven national championships—including three in the 2021–22 academic year—along with numerous conference titles. His oversight of strategic sports expansion led to new participation opportunities through the introduction of baseball, men’s soccer, and women’s lacrosse.

Schumacher also developed innovative revenue-generation strategies. He established a booster club with twenty-five corporate sponsors, secured media agreements with local and regional television and radio outlets, and under his leadership, the university struck a new licensing and apparel agreement.

Schumacher’s extensive experience spans twenty-nine years in NCAA Intercollegiate Athletics at all levels, including NCAA Division I, II, and III. He possesses a strong record of academic achievement, fiscal management, intentional recruitment and retention, diversity and equity initiatives, fundraising success, and elevating athletic programs to national prominence.

Commenting on his appointment, Schumacher said “I am honored to join Northland College and to lead the College’s athletic program. I look forward to working with the talented student athletes, dedicated coaches, and the entire Northland community to continue building a culture of excellence both on and off the field.”

Schumacher earned his MA in educational administration and BA in public relations at Winona State University.

The College eagerly anticipates his arrival in mid-June and is excited about the positive impact he will have on the Athletics Department.

Northland College is a private environmental liberal arts college located just blocks away from Lake Superior in Ashland, Wisconsin. Founded in 1892, the College adopted a bold new mission and made history in 1974 as the first college in the country to fully integrate an environmental focus with its liberal arts curriculum. Today, Northland College is a powerful and intimate learning community of about five hundred students from across the United States and beyond.

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