

Denise Anderson Da Silveira
Assistant Athletics Director for Sales and Marketing

Denise Anderson Da Silveira was appointed to her role as Assistant Athletics Director for Sales and Marketing on Oct. 24, 2013, after previously serving as the Director of Corporate Sponsorships and Marketing from November 2009. Since that time she has spearheaded increased average attendances across many of the 15 FGCU Division I programs with various programs including hosting record-breaking events for soccer, basketball and volleyball.

Da Silveira is responsible for game day experience and is a vital part of the external relations team working with sponsors, University and Southwest Florida community organizations to further integrate the FGCU Athletics brand within the region and expand corporate sponsorships and donations.

Designed to increase student engagement and school spirit, Da Silveira developed the Eagle Revolution, a new annual Week of Welcome event at FGCU first hosted in Alico Arena in August 20, 2010. Eagle Revolution introduces freshmen as well as other FGCU students to FGCU Athletics program highlights as well as provides opportunities to join the student fan group, The Dirty Birds. Since 2010 The Eagle Revolution has increased each year with more than 3,800 attending the 2014 event. More than 2,600 students are currently Dirty Birds as of the fall of 2014, and the Dirty Birds were named one of the top student fan groups in the NCAA Basketball Sweet 16 in 2013.

A major expansion of student internships for marketing, business, hospitality and sports management majors has occurred as part of Da Silveira's initiative. In addition to game-day marketing intern opportunities, interns lead summer orientation sessions so freshmen are introduced to FGCU Athletics and The Dirty Birds during their summer orientation experience. Dunk City 101 was started in 2013 as a summer orientation session, giving students a sneak peak at the campus spirit and culture supporting FGCU Athletics and Eagle Pride. This was featured in a news story in June 2013 on the local NBC affiliate.

Da Silveira was previously an Executive Project Manager with GM Atrium LLC and Broker of Record for Gates Realty, LLC. She has been a member of the Southwest Florida business community since 1996 when arriving in Naples, Florida from a stint abroad with her family. She previously resided in Guatemala City, Guatemala, and San Juan, Puerto Rico.

Da Silveira began her career in sales and marketing for the Los Angeles Times after graduating from DePauw University with a BA in English Literature and a Minor in Business Administration. DaSilveira played collegiate Division III softball on the inaugural team at DePauw University. She is married to Duarte Da Silveira and they have three children; Lauren, Sophia and Alec.

Also active in civic organizations, Da Silveira has served since 2008 on the Bishop's Foundation Board for the Diocese of Venice and volunteers at St. Ann Catholic Church in Naples, where she attends with her family. She has also served locally for the Cystic Fibrosis Board, NAIOP, as well as SMPS.