

Jason is an experienced athletics development and administration leader with more than 25 years of success in collegiate athletics administration, fundraising, corporate partnerships, external relations, and athletic operations across NCAA Division I, II, III and NJCAA institutions, having held a variety of positions throughout intercollegiate athletics.

Currently, Jason is the Director of Development for Athletics at Utah Valley University. Prior to UVU, he held the same role at Minnesota State University Moorhead. Herbers was the Major Gift Officer for Athletics at Yavapai College in Prescott, Arizona prior to his role at MSUM.

Jason held the position of Director of Athletics at Williston State College and the University of Minnesota Morris. Prior to UMM, he spent five years at the Associate Athletics Director in charge of development and operations at Utah Tech University. Additionally, Jason held athletics leadership roles at Eastern Washington and Utah State University.

Herbers has the proven ability to collaborate with institutional leadership, coaches, alumni, and community stakeholders to drive revenue growth, enhance brand visibility, and support student-athlete success. Effective relationship builder with expertise in development strategy, stewardship, event management, and organizational leadership.

A native of Wisconsin, Jason earned his bachelor's degree in exercise science (emphasis in sports management, with a business administration minor) from the University of Wisconsin-La Crosse. He earned his master's degree in physical education with an emphasis in sports administration from Eastern Washington University.