

Vince Tyra - Bio

Vince Tyra, a Louisville native with strong business credentials, was named as the University of Louisville's Vice President for Intercollegiate Athletics and Director of Athletics on March 26, 2018. He had previously served in an interim role leading Cardinal Athletics for six months prior to his appointment.

Tyra (pronounced TIE-ray) has been highly active since assuming his position, using his business acumen, passion for Cardinal Athletics and background in athletics to lead UofL during a period of transition. He has provided leadership while continuing to move the Cardinals forward in all sports, building upon the positive legacy of previous athletics successes, and taking the time to personally reach out to the UofL fan base and donors on multiple fronts.

During Tyra's first year, Louisville ranked 30th in the nation in the Learfield Sports Director's Cup national all-sports standings, the Cardinals' fifth straight season in the nation's top 30. Seventeen UofL teams or individuals from Cardinal teams participated in post-season competition.

Prior to his appointment at UofL, Tyra served as an operating partner since 2007 for Southfield Capital, a Greenwich, Conn. based private equity firm that invests in lower middle market companies. Tyra most recently served as chairman of the board and interim Chief Executive Officer of Elite Medical, a company based in Clearwater, Fla.

Tyra was a corporate advisor from 2008-2017 for ISCO Industries, a privately held piping supply company based in Louisville, Ky. He also formerly served as the president of Retail and Activewear for Fruit of the Loom in Bowling Green, Ky.

A former standout athlete himself, Tyra graduated from Trinity High School in Louisville in 1984 as the state's top baseball prospect and was inducted into the school's Hall of Fame. He was a four-year baseball letterman (1985-88) and two-time team captain at the University of Kentucky, where he earned a Bachelor of Science degree in health administration in 1989.

A long-time supporter of UofL Athletics, his father Charlie Tyra was a consensus All-America at UofL, led the Cardinals to the 1956 National Invitation Tournament Championship and is one of four players with his jersey number (No. 8) retired at UofL, along with Wes Unseld, Darrell Griffith and Pervis Ellison.

Tyra and his wife Lori have five children: Sydney, Audrey, Olivia, Spencer and Cooper.