Lauren Middleton is from Birmingham, Alabama. She went to the University of North Alabama were she played woman’s soccer and received a Bachelor’s in science with a concentration in Exercise Science in May of 2013. She also received a Masters of Business Administration with a concentration in Sports Management from Tiffin University in 2015.

Lauren is currently the Director of SMU Athletics Hospitality, where she oversees and manages the premium seating areas at SMU for football and men’s basketball. Laurens normal day consists of meetings and preparing for the next home game. When she is not in meetings she is preparing for their patrons (donors) to have the best experience during the game from catering, event management and facilities. Everyday is not the same for Lauren, but one thing that is the same every day is that their patrons are happy and content during the home events. When there is a home game that coming week she works 65-75 hours during that week to prepare for that one home event.

The part about her job she likes is the people she works with and the people she serves during that home event. She has meet many people and has developed relationships with the Athletics Administration at SMU. Lauren enjoys getting to know the patrons on a personal and professional level each week. The part of the job she does not like is “covering” for other parts of the job that need help performing their best. For example she has to cover for security because they were not prepared on time for when the gates open. This is a part of Laurens job she does not like because she over sees this area and even if she can control it, it still comes back on her.

During game week, Lauren’s staff and her work between 65-75 hours a week. On non-game week, they put in about 50 hours a week due to reports and other correspondence that is required after a home game. This past September we played on Saturday the 17th to turn around and play on Friday the 23rd back to back. It was rough because they were playing their rival TCU and it was her second game overall. As basketball approaches in November, they will continue to work tireless as they juggle both football and basketball. Once football concludes, they work 55 hours a week for basketball games. When asking Lauren about the perks and benefits of her job she said, “Definitely the relationships and resources I have made and will continue to make. I work with donors who have lots of money (more than I will ever have) so it is definitely challenging, but rewarding as well.”

Lauren coached collegiately for three and half years and thoroughly enjoyed the impact and relationships she made along the way. She love to serve and it was a humbling experience to be a part of female college athletes lives during those three and a half years. Lauren feels as of right now she is where God wants her to be, but she hope that His plan aligns with her plan and she can continue to work hard and become an Assistant Athletic Director/SWA in the near future. She loves having the opportunity to impact college student athletes and be a small asset in their lives. Laurens advice to others in the same field was “Have the mentality every day to impact the lives’ of others. Work hard, stay humble and be kind. Serving others goes further than just your career. Stay positive and never be the smartest person in the room, because if you are, you’ll never learn and grow. You never know who's paying attention...so whatever it is you're doing, just bloom where you are planted.”