

Kam Cox serves as the Assistant AD for Strategic Initiatives at the University of Illinois. Kam is originally from Lexington, Kentucky, and his parents attended the University of Kentucky during a particularly strong period for its men's basketball program. For college, Kam chose to attend Auburn, where he briefly overlapped with another Cam, Cam Newton, and got to see a national championship in football. He chose to attend law school at Vanderbilt, where the baseball program won a national championship the summer before he began taking classes. While at Vanderbilt, Kam worked under legendary Athletic Director David Williams as an intern. He then worked in private practice at a couple of large firms in New York City, including Covington & Burling, which is widely considered among the strongest sports law brands in the country. Kam came to Illinois in the summer of 2021, only a few weeks before student-athletes started to be allowed to earn NIL compensation. The first NIL specialist in the Power Five, Kam has since become a regular voice on issues related to student-athlete empowerment and the broader structural changes that have come to college athletics. He will offer an institutional perspective today's discussion.