Retiring Atlantic Coast Conference administrator Jeff Elliott has been named executive director of the North Carolina Sports Hall of Fame. Elliott succeeds Don Fish, who retires this month after serving as the organization's executive director for the past 11 years.

Elliott has been at the ACC since 2001, when Commissioner John Swofford named him as the Associate Commissioner for Finance and Administration. In his 18-year tenure with the conference, he has also served as the Senior Associate Commissioner for Business & Finance, Executive Associate Commissioner & Chief Financial Officer, and most recently as the Special Assistant to the Commissioner.

In his role as the ACC's chief financial officer, Elliott oversaw the preparation and management of the conference's operating budget, was responsible for all contracts and revenue coming into the conference, coordinated all official business meetings and was the staff liaison with the league's athletics directors, among a multitude of duties. In addition, Elliott was instrumental in gathering and reviewing information with the expansion of the ACC from the nine members when he arrived, to the current 15 members.

Prior to joining the league office, Elliott worked at the University of North Carolina at Chapel Hill for 13 years. He started in 1988 as the Director of the Dean Smith Center and Assistant Athletic Director before being promoted to Associate Athletic Director in 1990 and the Senior Associate Athletic Director five years later.

At UNC, he oversaw the planning and design of several athletic facilities, including the Kenan Football Center, Finley Golf Course, and the Cone-Kenfield Tennis Center, among others.

Elliott began his professional career in 1972, at Louisiana State University in Baton Rouge as an Assistant in the Athletic Business and Ticket Office and Assembly Center.

During his 16 years at his alma mater, Elliott was the Business Manager and then Assistant Director of the Assembly Center, Assistant Director of the Alumni Association and then as the Director of the Assembly Center for seven years. He served as tournament manager for the 1988 SEC men's basketball tournament before leaving for Chapel Hill.

A Louisiana native, Elliott received a B.S. in Business Administration/Finance from Louisiana State University in 1969 and an MBA from LSU in 1972.

Elliott is a Greensboro resident who has served on the Greensboro Sports Council Board since 2002 and has been a member of the Sports Management Institution Executive Committee since 1992.