

Herb Vincent, Associate Commissioner, Communications Southeastern Conference

Herb Vincent was appointed Associate Commissioner for Communications for the Southeastern Conference in May of 2013, joining the SEC Office from LSU where he served in the dual position of Senior Associate Athletic Director for External Affairs in the athletic department and Associate Vice Chancellor for University Relations.

Vincent manages all communications for the SEC, serves as liaison to the school marketing directors and is the sport administrator for the sport of baseball in the league office. Vincent is also the SEC Office liaison to the league's Fan Experience Working Group.

Vincent was the LSU sports information director from July 1988 to July 2000. During that time he was named Assistant AD in November of 1989, and then was elevated to Associate AD for Communications in 1992.

In August of 2000 Vincent became Vice President for Communications for the College Sports Southeast regional cable network, headquartered in Birmingham, Ala., before returning to LSU in 2002 as Associate Athletic Director. He was appointed Senior Associate AD at LSU in May of 2006 and assumed the additional duties of oversight of LSU University Relations in August of 2009, holding the dual position for four years before joining the SEC in 2013.

He earned a bachelor's degree in journalism from LSU in 1983 and worked as a student assistant in the sports information office directed by CoSIDA Hall of Famer Paul Manasseh during his undergraduate years.

After graduating from LSU, Vincent spent the 1984 season as assistant public relations director for the United States Football League's New Orleans Breakers. In 1985, he was assistant PR director for the USFL's Los Angeles Express and was promoted during the season to director of the public relations staff.

Vincent also served one year as assistant SID and publications director at Louisiana-Lafayette and two years as assistant director of public relations for the Southeastern Conference prior to joining LSU in 1988.

Vincent is the author of a book on the history of LSU football, "The LSU Football Vault" and was a 2015 inductee into the LSU Alumni Hall of Distinction. He is married to the former Jamey Cavacini of Versailles, Ky., and a graduate of the University of Kentucky. They have one daughter, Kennedy, an avid softball player and, like her dad, a fan of the St. Louis Cardinals.