

Press Coverage | March 6, 2026

Why Are College Sports and Private Equity Converging? Here Are the Best-Case Scenarios

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Mark Wilhelm, a partner in Troutman Pepper Locke's Corporate Practice Group, was quoted in the March 6, 2026 *The Athletic* article, "[Why Are College Sports and Private Equity Converging? Here Are the Best-Case Scenarios.](#)"

"That's the bet that athletic departments are making," said Mark Wilhelm, who has worked on both sides of PE deals as a partner at the law firm Troutman Pepper Locke.

...

"Let's get that cash infusion today," Wilhelm said, "and then we can use that to be competitive, move up and hopefully grow the (revenue) pie in the future."

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When Wilhelm thinks through other ramifications, he uses a word fans and administrators would welcome. Stability.

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