

## **Brennan K. Berg, Ph.D.**

235 Turner Center

University of Mississippi, Oxford, MS 38677

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### ***EDUCATION***

#### **University of Texas at Austin - Ph.D. Sport Management**

Graduated: August 2012 GPA: 3.91

Dissertation: Toward Sustainable Public Health Programs: A Case Study of Local Physical Activity Approaches

Advisor: Dr. Laurence Chalip

#### **University of Memphis - M.S. Sport and Leisure Commerce**

Graduated: May 2007 GPA: 4.0

#### **University of Memphis - B.A. Political Science**

Graduated: Summa cum Laude, May 2005 Overall GPA: 3.89

### ***RESEARCH AND SCHOLARSHIP INTERESTS***

My principal research interest focuses on the relationship between sport and policy by examining formulated public and organizational policies that both impact and utilize sport. By researching and identifying factors that facilitate or impede the development of reliable sport policy, I intend to provide sport managers with the tools necessary to understand not only the importance of policy for sport practice and operation, but how they can effectively participate in formulating future policies. More specifically, my research currently focuses on elite athlete development, the role of sport in public health, policymaking, and the use of sport as a tool for international and intergroup relations.

### ***EXTERNAL GRANTS AWARDED***

American Athletics Conference Research Grant Program (\$15,000). *Acclimating to a new era in college athletics: Name, image, and likeness in the AAC*. **B. K. Berg (PI)**, C. T. Havard (Co-I), M. Hutchinson (Co-I), S. Warner (Co-I), & J. E. Wells (Co-I). March 2022 – August 2023.

The Atlantic Coast Conference Innovation Initiative Research Grant Program (\$1,500). *Concluding college careers: Athlete transitions in the ACC*. E. Sabin (PI), **B. K. Berg (Co-I)**, M. Hutchinson (Co-I), & S. Stokowski (Co-I). October 2021 – September 2022.

American Athletics Conference Research Grant Program (\$15,000). *Effective Social Support to Retain AAC Student-Athletes*. **B. K. Berg (Co-PI)**, S. Warner (Co-PI), D. W. Walsh (Co-I), & J. E. Wells (Co-I). April 2020 – May 2021.

American Athletic Conference Research Grant Program (\$7,000). *Promoting Healthy Community for AAC Student-Athletes*. S. Warner (Co-PI) & **B. K. Berg (Co-PI)**, June 2017 – May 2018.

Tri-Success Grant Program – University of Windsor (\$5,000). *Managing Sport Development Absent a Formal Governance Structure*. J. Woolf (PI), B. Newland, **B. Berg (Co-I)**, & B. C. Green, September 2012 – August 2013.

### **REFEREED JOURNAL PUBLICATIONS**

**Berg, B. K.**, Warner, S., Walsh, D. W., & Wells, J. E. (2021). NCAA athlete development and retention: Administrators' perspectives. *Journal of Issues in Intercollegiate Athletics*, *14*, 694-716.

**Berg, B. K.**, Inoue, Y., Bowers, M. T., & Chelladurai, P. (2021). "Sport is double-edged": A Delphi study of spectator sport and population health. *Journal of Sport Management*. Advance online publication. <https://doi.org/10.1123/jsm.2020-0399>.

**Berg, B. K.** (2021). The immense potential of sport diplomacy. *Findings in Sport, Hospitality, Entertainment, and Event Management*, *1*, 34-37. Available at: [https://www.memphis.edu/wilson/research/6-sport\\_diplomacy.pdf](https://www.memphis.edu/wilson/research/6-sport_diplomacy.pdf)

Dowling, M., Leopkey, B., Inoue, Y., **Berg, B. K.**, & Smith, L. (2020). Scoping reviews and structured research synthesis in sport: Methods, protocol and lessons learnt. *International Journal of Sport Policy and Politics*, *12*(4), 765-774.

**Berg, B. K.**, & Warner, S. (2019). Advancing college athlete development via social support. *Journal of Issues in Intercollegiate Athletics*, *12*, 87-113.

Inoue, Y., **Berg, B. K.**, & Chelladurai, P. (2019). Spectator sport and population health: A consultation with U.S. college athletics employees. *Journal of Global Sport Management*. 1-22. <https://doi.org/10.1080/24704067.2019.1566755>

**Berg, B. K.**, Agyemang, K. J. A., & Fuller, R. D. (2018). The enduring legacy of the "Black Power" salute. *The Society Pages – Engaging Sports*. Available at: <https://thesocietypages.org/engagingsports/2018/12/10/the-enduring-legacy-of-the-black-power-salute/>

Agyemang, K. J. A., **Berg, B. K.**, & Fuller, R. D. (2018). Disrupting the disruptor: Perceptions as institutional maintenance work at the 1968 Olympic Games. *Journal of Sport Management*, *32*(6), 567-580.

- Berg, B. K.,** Fuller, R. D., & Hutchinson, M. (2018). "But a champion comes out much, much later": A sport development case study of the 1968 U.S. Olympic Team. *Sport Management Review, 21*(4), 430-442.
- Hutchinson, M., **Berg, B. K.,** & Kellison, T. B. (2018). The role of politics in escalation of commitment: Government involvement in sport facility funding. *Sport Management Review, 21*(3), 263-278.
- Fuller, R. D., **Berg, B. K.,** & Hutchinson, M. (2018). Eliminating varsity sports at a NCAA Division III institution: Evaluating the decision-making process. *SAGE Business Cases.*
- Berg, B. K.,** Winsley, K., Fuller, R. D., & Hutchinson, M. (2017). From crisis to de-escalation: An examination of politics in a U.S. high school steroid testing program. *International Journal of Exercise Science, 10*(6), 890-899.
- Fuller, R. D., **Berg, B. K.,** & Hutchinson, M. (2017). Aspirations through association: Using athletics to enhance institutional prestige. *Case Studies in Sport Management, 6*(1), 20-30.
- Berg, B. K.,** Hutchinson, M., & Irwin, C. C. (2016). Prioritizing local sport activities: Determining organizational commitment to an innovative swimming program. *Case Studies in Sport Management, 5*(1), 69-79.
- Hutchinson, M., Havard, C. T., **Berg, B. K.,** & Ryan, T. D. (2016). Losing the core sport product: Marketing amidst uncertainty in college athletics. *Sport Marketing Quarterly, 25*(3), 185-194.
- Berg, B. K.,** Irwin, C. C., Wright, P. M., Irwin, R. L., & Hutchinson, M. (2016). An unacceptable status quo: A sport development case study of swimming and drownings. *Sport Management Review, 19*(4), 454-465.
- Woolf, J., **Berg, B. K.,** Newland, B., & Green, B. C. (2016). So you want to be a fighter? Institutional work and sport development processes at an elite mixed martial arts gym. *Journal of Sport Management, 30*(4), 438-452.
- Berg, B. K.** (2016). Sustaining local physical activity programs: Lessons from the United States. *International Journal of Sport Policy and Politics, 8*(2), 245-264.
- Inoue, Y., **Berg, B. K.,** & Chelladurai, P. (2015). Spectator sport and population health: A scoping study. *Journal of Sport Management, 29*(6), 705-725.
- Hutchinson, M. & **Berg B. K.** (2015). Institutions of higher commitment: A case study of de-escalation and American football's decisive role in intercollegiate athletics. *Sport Management Review, 18*(3), 464-480.

- Berg, B. K.**, Warner, S., & Das, B. M. (2015). What about sport? A public health perspective on leisure-time physical activity. *Sport Management Review*, 18(1), 20-31.
- Berg, B. K.**, & Chalip, L. (2013). Regulating the emerging: A policy discourse analysis of mixed martial arts legislation. *International Journal of Sport Policy and Politics*, 5(1), 21-38.
- Berg, B. K.**, Kessler, S. A., & Hunt, T. M. (2012). A realist perspective of sport and international relations: US governmental perceptions of Olympic boycott movements, 1936-2008. *International Journal of Sport Policy and Politics*, 4(3), 307-320.
- Lim, S. Y., Warner, S., Dixon, M., **Berg, B.**, Kim, C., & Newhouse-Bailey, M. (2011). Sport participation across national contexts: A multilevel investigation of individual and systemic influences on adult sport participation. *European Sport Management Quarterly*, 11(3), 197-224.
- Harmon, B. E., Leak, C. L., Davis, C., **Berg, B. K.**, Thurston, I., Hayman, L. L., & Nigg, C. R. (First Review). Using faith-based partnerships to develop and implement the Living Healthy Summer Camp. *International Journal of Behavioral Medicine*.

#### **BOOK CHAPTERS/CONTRIBUTIONS**

- Berg, B. K.** (2021). Diplomacy. In Pedersen, P. M. (Ed.). *Encyclopedia of sport management*. (pp. 138-141). Edward Elgar.
- Berg, B. K.** (2021). Policy. In Pedersen, P. M. (Ed.). *Encyclopedia of sport management*. (pp. 363-366). Edward Elgar.

#### **REFEREED PRESENTATIONS**

- Berg, B. K.**, Warner, S., Walsh, D. W., & Wells, J. E. (November, 2020). *Effective Social Support for Athlete Well-Being and Retention*. Sport Management Association of Australia and New Zealand Conference, Virtual due to COVID-19.
- Berg, B. K.**, Bowers, M., & Chelladurai, P. (May, 2020). *Forecasting Spectator Sport and Population Health Research: A Delphi Study*. North American Society for Sport Management Conference, Virtual due to COVID-19.
- Leopkey, B., **Berg, B.**, Dowling, M., Inoue, Y., & Smith, L. (May, 2019). *Scoping reviews in sport management: Methods, protocol and lessons learnt*. North American Society for Sport Management Conference, New Orleans, LA.
- Warner, S., & **Berg, B. K.** (April, 2019). *A holistic approach toward elite athlete development*. College Sport Research Institute Conference, Columbia, SC.

- Havard, C. T., Fuller, R. D., Ryan, T. D., **Berg, B. K.**, & Hutchinson, M. (February, 2019). *Examining differences in perceptions and reactions toward sport rivals among African American fans*. Applied Sport Management Association Conference, Nashville, TN.
- Warner, S., **Berg, B.**, & Kim, K. (June, 2018). *Student-athletes, community, and outcomes*. North American Society for Sport Management Conference, Halifax, Nova Scotia.
- Agyemang, K., **Berg, B.**, & Fuller, R. (June, 2018). *Understanding institutional defiance in an institutionalized field: A case study of the 1968 Olympic Games*. North American Society for Sport Management Conference, Halifax, Nova Scotia.
- Fuller, R. D., **Berg, B. K.**, Hutchinson, M., & Ryan, T. D. (February, 2018). *The effect of athletic association reclassification on institutional status*. Applied Sport Management Conference, Waco, TX.
- Berg, B. K.**, Inoue, Y., & Chelladurai, P. (June, 2017). *Spectator sport and population health: A consultation exercise bridging research and practice*. North American Society for Sport Management Conference, Denver, CO.
- Fuller, R. D., **Berg, B. K.**, & Hutchinson, M. (June, 2017). *Aspirations through association: Using athletics to enhance institutional prestige*. North American Society for Sport Management Conference, Denver, CO.
- Harmon, B. E., **Berg, B. K.**, Thurston, I., Leak, C., Nigg, C. R., & Hayman, L. L. (March, 2017). *Expanding the Living Healthy Summer Camp to Latino families*. Society of Behavioral Medicine Annual Meeting, San Diego, CA.
- Berg, B. K.**, & Hutchinson, M. (June, 2016). *An unacceptable status quo: A sport development case study of swimming and drownings*. North American Society for Sport Management Conference, Orlando, FL.
- Fuller, R. D., Hutchinson, M., & **Berg, B. K.** (June, 2016). *Aspirations through associations: Using Division III athletics to enhance institutional status and reputation*. North American Society for Sport Management Conference, Orlando, FL.
- Inoue, Y., **Berg, B. K.**, Bowers, M., Chelladurai, P., Du, J., Kihl, L., Sato, M., & Warner, S. (June, 2015). *Management of sport for public health: Defining the field*. North American Society for Sport Management Conference, Ottawa, Ontario.
- Hutchinson, M., & **Berg, B. K.** (June, 2015). *Institutions of higher commitment: A case study of de-escalation and American football's decisive role in intercollegiate athletics*. North American Society for Sport Management Conference, Ottawa, Ontario.
- Berg, B.**, Warner, S., & Das, B. (April, 2015). *The use of sport to help U.S. adults meet physical activity and public health recommendations*. East Carolina University's National Public Health Week Symposium, Greenville, NC.

- Newland, B., Woolf, J., **Berg, B. K.**, & Green, B. C. (November, 2014). *Emergent sports governance: Lessons from mixed martial arts*. Sport Management Association of Australia and New Zealand Conference, Melbourne, Australia.
- Inoue, Y., & **Berg, B. K.** (May, 2014). *The role of sport management in public health: A critical review*. North American Society for Sport Management Conference, Pittsburgh, PA.
- Berg, B. K.** (April, 2014). *Challenges and opportunities in sustaining local physical activity programs*. American Alliance for Health, Physical Education, Recreation & Dance National Convention and Exposition, St. Louis, MO.
- Berg, B. K.**, Irwin, C. C., & Irwin, R. L. (April, 2014). *Higher on the policy agenda: A case study of swimming*. American Alliance for Health, Physical Education, Recreation & Dance National Convention and Exposition, St. Louis, MO.
- Berg, B. K.**, & Warner, S. (May, 2013). *Altering the emphases in sport programs: The oversight of hedonic rewards and sense of community*. North American Society for Sport Management Conference, Austin, TX.
- Berg, B. K.**, Green, B. C., & Hunt, T. M. (May, 2012). *Sport development and the 1968 Olympics: A case study of the U.S. sport system prior to Title IX and intense commercialization*. North American Society for Sport Management Conference, Seattle, WA.
- Odio, M., Agyemang, K. J. A., Walker, N. A., **Berg, B. K.**, Brown, L., & Leopkey, B. (May, 2012). *Succeeding at each stage of the doctoral process: 2012 NASSM student symposium*. North American Society for Sport Management Conference, Seattle, WA.
- Berg, B.** (April, 2012). *An Olympic negotiation analysis: A case study of the 1988 Seoul Olympics*. Center for Public Policy Dispute Resolution's Annual Spring Symposium, Austin, TX.
- Berg, B.** (February, 2012). *Depoliticized athletes: Retrospective views of the Black Power Salute*. Texas Graduate Sport Management Student Symposium, Austin, TX.
- Berg, B. K.**, Kessler, S., & Hunt, T. M. (June, 2011). *"This powerful signal of world outrage": International relations theory and sport governance*. North American Society for Sport Management Conference, London, Ontario.
- Berg, B.**, & Chalip, L. (June, 2010). *Legalizing the emerging: A policy discourse analysis of the legalization of mixed martial arts*. North American Society for Sport Management Conference, Tampa, FL.

Warner, S., **Berg, B.**, Kim, C., & Newhouse-Bailey, M. (May, 2009). *Understanding adult sport participation and community: A multi-national inquiry – Sport structures and gender*. North American Society for Sport Management Conference, Columbia, SC.

### ***INVITED PRESENTATIONS***

**Berg, B. K.**, Warner, S., Walsh, D. W., & Wells, J. E. (April, 2022). The Necessity of Social Support: Administrators' Insights on the Development and Retention of AAC Student-Athletes. American Athletic Conference Academic Consortium. Memphis, TN.

**Berg, B.**, Inoue, Y., & Wicker, P. (October, 2021). Sport Events for Health and Well-Being. Ph.D. Colloquium. Florida State University.

Warner, S., & **Berg, B. K.** (April, 2018). Healthy Community: Best Practices in the AAC. American Athletic Conference Academic Consortium. Orlando, FL.

**Berg, B. K.** (April, 2017). Sport Policy Study: Distinctiveness, Diversity, and Relevance. Kemmons Wilson School Research Forum. University of Memphis.

Hoffman, J., Robinson, M., **Berg, B. K.**, Marr, D., Raube, P., Cobb, E., Wilson, J., Martin, R., & Hawkins, B. (March, 2017). Psychosocial Aspects of Sport. American Athletic Conference Academic Consortium. Philadelphia, PA.

**Berg, B. K.** (March, 2014). Sport chaplaincy. Sport and Leisure Management 4903 - Christianity and the Culture of Sport and Recreation (Undergraduate). University of Memphis.

**Berg, B. K.** (March, 2013). Sport chaplaincy. Sport and Leisure Management 4903 - Christianity and the Culture of Sport and Recreation (Undergraduate). University of Memphis.

### ***HONORS/AWARDS***

Research Fellow – North American Society for Sport Management (NASSM) (2022).

University of Memphis 2022 Communities of Research Scholars (CoRS) Grant (\$2,500). *Name, Image, and Likeness in Tennessee: A Historic Policy Change for College Athletics*. **B. K. Berg (PI)**, L. W. Black (Co-I), C. T. Havard (Co-I), M. Hutchinson (Co-I), & R. D. Byrd (Co-I). October 2021 – March 2022.

Faculty Scholarship Award in the University of Memphis Kemmons Wilson School of Hospitality and Resort Management (2020). \$333

Distinguished Research Scholar in the University of Memphis Kemmons Wilson School of Hospitality and Resort Management (2018) (First recipient of the award).

The University of Texas at Austin Alderson Teaching Excellence Award (2011-2012). \$1,500

The University of Texas at Austin Lynn Wade McCraw Endowed Presidential Fellowship for excellence in continued scholarship in education (2011-2012). \$3,500

The University of Texas at Austin Alderson Teaching Excellence Award (2010-2011). \$1,875

The University of Memphis Department of Political Science John W. Burgess Award for exemplary service to the political science discipline, University of Memphis, and the community at large (2005).

### ***MENTIONS IN MEDIA/JOURNALS***

Offered [comments](#), by request, on issues related to the Olympics and other major sport events to WalletHub. (February 2, 2022).

Offered [comments](#), by request, on various current issues in college athletics to WalletHub. (March 10, 2021).

Effective social support for college athletes study featured in a Memphis *Commercial Appeal* news [article](#). (October 9, 2020).

Television [interview](#) with Fox 13 News (Memphis Fox affiliate) to discuss research on assisting athletes with transitions out of a competitive sport career. (June 19, 2019).

Politics and high school steroid testing article reviewed in *Journal of Sport Management* (May, 2018). Citation below:

**Berg, B. K.,** Winsley, K., Fuller, R. D., & Hutchinson, M. (2017). From crisis to de-escalation: An examination of politics in a U.S. high school steroid testing program. *International Journal of Exercise Science*, 10(6), 890-899.

Television [interview](#) with WMC Action News 5 (Memphis NBC affiliate) to discuss research on developing elite athletic talent using a historical case study and interviews with the 1968 U.S. Olympic Team. (August 5, 2017).

Research on college athlete social development in conjunction with the American Athletic Conference featured on 94.3 FM The Game Sports Radio (Greenville, NC). (July 14, 2017).

Television [interview](#) with WMC Action News 5 (Memphis NBC affiliate) to discuss research on college athlete social development in conjunction with the American Athletic Conference. (July 1, 2017).



Community physical activity and sustainability article reviewed in *Journal of Sport Management* (September, 2016). Citation below:

**Berg, B. K.** (2016). Sustaining local physical activity programs: Lessons from the United States. *International Journal of Sport Policy and Politics*, 8(2), 245-264.

Sport and international relations article reprinted in the book *The 'Olympic and Paralympic' effect on public policy*. Citation of article and book below:

**Berg, B. K.**, Kessler, S. A., & Hunt, T. M. (2012). A realist perspective of sport and international relations: US governmental perceptions of Olympic boycott movements, 1936-2008. *International Journal of Sport Policy and Politics*, 4(3), 307-320.

Bloyce, D., & Smith, A. (Eds). (2015). *The 'Olympic and Paralympic' effect on public policy*. New York, NY: Routledge.

## **ACADEMIC AND INSTRUCTING EXPERIENCE**

### **University of Mississippi, Department of Health, Exercise Science, and Recreation Management**

*Associate Professor and Program Director – Sport and Recreation Administration – Fall 2022 – Present*

Courses:

Business of Sport and Recreation – Graduate (On-campus)

### **University of Memphis, Department of Health and Sport Sciences/Kemmons Wilson School of Hospitality and Resort Management**

*Associate Professor – Sport Commerce – Fall 2018 – Summer 2022*

*Assistant Professor – Sport Commerce – Fall 2012 – Summer 2018*

Courses:

Foundations of Sport and Leisure Studies – Undergraduate (On-campus and online)

Sport and Leisure Governance – Undergraduate (On-campus and online)

Promotions in Sport & Leisure – Undergraduate (On-campus and online)

Christianity Culture in Sport & Recreation – Undergraduate (Online)

Promotions in Sport Commerce – Graduate (On-campus and online)

Policy and Governance in Sport – Graduate (On-campus and online)

### **University of Texas at Austin, Kinesiology and Health Education Department**

*Teaching Assistant – Sport Management – Fall 2008 – Spring 2012*

Courses:

Media and Public Relations in Sport – Professor: Dr. Laurence Chalip

History and Ethical Issues in Sport and Physical Culture – Professor: Dr. Thomas Hunt

Structure and Organization of Sport Programs – Professor: Dr. Bob Heere

History of Sport and Physical Activity – Professor: Dr. Jan Todd  
Structure and Organization of Sport Programs – Professor: Dr. Matt Bowers  
Philosophy of Sport and Physical Activity – Professor: Dr. Matt Bowers  
Revenue and Budgeting in Sport – Professor: Dr. Marlene Dixon  
Sport Law – Professor: Dr. Thomas Hunt

- Responsibilities included leading class discussions, organizing course materials, grading assignments, and advising students

*Research Assistant – Fall 2010*

Professor: Dr. Thomas Hunt

*Coordinator for the 1968 U.S. Olympic Team Oral History Project at the H.J. Lucher Stark Center for Physical Culture and Sports. Spring 2011 - 2018*

Interviewed Olympians:

Doug Russell (swimming), Laurie Lewis Havel (volleyball), Madeline Manning Mims (track and field), Doris Brown Heritage (track and field), Wayne Baughman (wrestling), Debbie Meyer (swimming), and Martha Rae Watson (track and field)

### **University of Memphis, Health and Sport Sciences Department**

*Teaching Assistant – Fall 2006*

Course: Sport Marketing – Professor: Dr. Richard Irwin

- Responsibilities included organizing course materials, grading assignments, and advising students

## **PROFESSIONAL MEMBERSHIPS, SERVICE, AND OUTREACH**

### *Memberships*

North American Society for Sport Management (NASSM) – 2010 - Present

*Mentor for the Student-Faculty Mentoring Initiative – 2013 - 2015*

*Student Research Competition Reviewer -- 2015*

*Conference Reviewer – 2012 - 2014*

*Elected Representative to the NASSM Student Board – 2010 - 2011*

American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD) – 2014

Graduate Portfolio Program in Dispute Resolution -- The Center for Public Policy

Dispute Resolution at the University of Texas Law School – 2009 - 2012

University of Memphis Sport Marketing Association – 2006 - 2007

### *Service*

*University of Mississippi*

Program Director – Sport and Recreation Administration – 2022 – Present

*University of Memphis*

University of Memphis President's Panel Hearing Committee -- Representative for The Kemmons Wilson School of Hospitality and Resort Management – 2017 - 2022

University of Memphis Faculty Senate – Representative for The Kemmons Wilson School of Hospitality and Resort Management – 2015 – 2022

- Elected Member -- Committee on Committees

Sport Commerce Graduate Academic Advisor -- 52 students total – 2013 - 2022

Faculty Leader on Promotional Projects to More Effectively Market the University of Memphis Sport Commerce Program – 2012 - 2022

- These efforts included:
  - The production of a sport commerce promotional [video](#)
  - The creation of a sport commerce promotional brochure
  - The renovation of the sport commerce website

Coalition on Intercollegiate Athletics (COIA) – Representative for the University of Memphis to the COIA – 2015 – 2021

University of Memphis Faculty Athletics Committee – Presidential Appointee – 2016 – 2021

- Member -- Subcommittee on Sexual Assault Prevention Awareness

Sport Commerce Study Abroad Director -- *Sport, Commerce, & Culture in the Global Marketplace* – 2015 - 2018

Search Committee Member for Open Sport and Leisure Management Instructor and Internship Coordinator Position -- 2017

Memphis Healthy U – Executive Committee Member – 2013 - 2017

Faculty Mentor to Instructor Nicole Imbrogno – 2015 - 2016

Search Committee Member for Open Sport and Leisure Management Instructor and Internship Coordinator Position -- 2015

Department of Health and Sport Sciences Undergraduate Curriculum Council – Sport and Leisure Management Representative – 2013 - 2015

Tennessee Board of Regents' Sports and Leisure Management Tennessee Transfer Pathways Team – Representative for the University of Memphis -- 2015

*Academic Field*

Editorial Advisor – Sport, Health, and Wellbeing section. In Girginov, V. (Ed.),  
*Encyclopedia of sport studies*. Routledge. -- 2021 - Present

Editorial Board Member –

*Findings in Sport, Hospitality, Entertainment, & Event Management* – 2020 - Present

*Journal of Global Sport Management* – 2015 - Present

*Societies* – 2014 – Present

Ad Hoc Journal Reviewer

*Journal of Sport Management* – 2018, 2019, 2021 (2)

*Sport Marketing Quarterly* – 2020, 2021

*Sport Management Review* – 2016 (2), 2017 (3), 2018 (3), 2020

*Journal of Intercollegiate Sport* – 2018, 2020

*European Sport Management Quarterly* – 2014, 2017, 2018, 2019

*International Journal of Sport Policy and Politics* – 2015, 2016, 2017, 2018

*Case Studies in Sport Management* – 2014, 2017

*AIMS Public Health* -- 2017

*European Journal for Sport and Society* -- 2016

*Journal of Issues in Intercollegiate Athletics* -- 2015

*Societies* – 2014

Ad Hoc Book Reviewer -- *Managing Organizations for Sport and Physical Activity* --  
Holcomb Hathaway Publishers – 2012

*Outreach*

University of Memphis Athletic Department (Men’s Basketball and Football) – Mystery  
Patron Assessment for Graduate and Undergraduate Students – 2016 – 2022

***TRAINING AND PROFICIENCIES***

Certified in Basic Mediation

Certified in Advanced Mediation

Certified in Basic Facilitation

NVivo – Coding Software

SPSS – Statistical Software

Archtics – Sport Ticket Software

Blackboard – Education Software

eCourseware – Education Software

Web Design

## **RELEVANT SPORT EXPERIENCE**

### **Spurs Sports & Entertainment**

San Antonio, TX

*Sales Representative, May 2007- July 2008*

- Solicited new business for the WNBA franchise in the form of ticket sales and sponsorships from individual, group, and corporate clients
- Provided customer service to existing clients and assisted in season ticket renewals
- Planned marketing initiatives for several featured games throughout the WNBA season and coordinated with other company departments, including marketing, community relations, media relations, and sales
- Worked with several San Antonio organizations to raise awareness and funds as part of the WNBA's Breast Health Awareness Initiative
- Emceed post-game Faith Night event in front of 500-600 people in attendance

### **University of Memphis Ford Sponsorship Activation Team**

Memphis, TN

*Fall 2006 - Spring 2007*

- Selected as a leader on the funded project involving Ford Motor Company, University of Memphis Athletic Department, Tiger Sports Properties (Learfield Communications), J. Walter Thompson Agency, and University of Memphis Sport Marketing Association
- Represented the activation team and met weekly with representatives of Tiger Sports Properties and J. Walter Thompson Agency to plan and implement the sponsorship campaign carried out during the 2006-2007 University of Memphis men's college basketball season
- Responsible for activation elements including: naming the student section at the FedEx Forum; designing signage to be on display at all home games; creating an internet banner to run on the athletic department's website; writing radio ads that played during the game broadcasts; creating a limited-edition poster; designing a Memphis basketball t-shirt; and generating a press release for the activation project

### **University of Memphis Sport Sales Program**

Memphis, TN

*Spring and Fall 2006*

- Worked for the St. Louis Cardinals' Triple-A baseball team, the Memphis Redbirds. Training covered all facets of ticket sales process including script writing, database management (Ticket Return/Archtics), and personal correspondence with existing, as well as new customers

### **University of Memphis Alumni Association**

Memphis, TN

*Graduate Assistant, Fall 2005 – Fall 2006*

- Responsible for pre-game events before home football and basketball games, including the coordination with local businesses to secure facilities, food and beverages, and entertainment
- Produced the homecoming parade and pep rally in coordination with dozens of organizations and departments throughout the university and community. Doubled the size of the homecoming parade from Fall 2005 to Fall 2006

**Illinois State University**

Normal, IL

*Football Scholarship Athlete*

- Selected as the student-athlete representative on the Illinois State Steering Committee for the NCAA Self-Study Certification
- Selected as a football representative on the Illinois State Student-Athlete Advisory Council

**RELEVANT POLICY EXPERIENCE**

**White House Office of Political Affairs**

Washington D.C.

*Intern, Spring 2004*

- Drafted presidential policy briefs read by President George W. Bush, Vice President Dick Cheney, cabinet secretaries, and other senior administration officials
- Monitored media and political discourse in various states throughout the country
- Assisted in liaison work between the White House and the Republican National Committee and numerous congressional offices

**Office of U.S. Senate Majority Leader Bill Frist**

Washington D.C.

*Intern, Summer 2003*

**COMMUNITY SERVICE**

Assisted Rise Against Hunger in packaging meals

Memphis, TN

Provided hospitality at homeless shelters

Memphis, TN

Assisted in neighborhood restoration projects

San Antonio, TX, Austin,

TX, and Memphis, TN

Read to children at schools

Normal, IL

Helped with Boy Scout functions

Normal, IL

Helped raise relief funds for the September 11 attacks

Normal, IL