

2017 NASSM Student Mentor Faculty

Name	Institution	Experience	Research Interests	Courses Taught
Rebecca Achen	Illinois State University	2 years	Social Media Marketing in Professional Sport and Fitness; Relationship Marketing in Professional Sport; Sport Leadership; Scholarship of Teaching and Learning	Marketing of Sport and Recreation; Advanced Marketing and Sales; Research Methods, Advanced Topics in Sport; Administration of Leisure Services
Scott Bull	Grand View University	2 years	Sport Management Instruction; Internships; Experiential Learning	Introduction to Sport Management; Sport Marketing; Fundraising and Finance of Sport
Beth Anne Cianfrone	Georgia State University	9 years	Sport Marketing; Consumer Behavior	Administration of Sport; Sport Leadership; Event Management; Intro to Sport Management
Adam Cohen	University of Technology Sydney	4 years	Sport for Development; Social Entrepreneurship; Volunteer Motivation/Impact	Sport-for-Development (service learning model); Sport and Society; Sport Finance
T. Bettina Cornwell	University of Oregon	Several years	Sponsorship of Sport; Other aspects of Sport Marketing; Communication, including CSR	Sport Marketing
Brendan Dwyer	Virginia Commonwealth University	8 years	Consumer Behavior with a focus on Mediated Consumption and Pricing; Fantasy Sports	Marketing, Sociology; Coaching; Consumer Behavior; Analytics; Issues in College Athletics; Sport Business
Terry Eddy	University of Arkansas	6 years	Sport Sponsorship; Consumer Behavior; Marketing	Marketing; Finance; Sales; Intro to Sport Management; Doctoral Seminar
Chris Green	University of Illinois	22 years	Sport Development; Event Marketing; Event Leverage; Volunteers	Lots!
Greg Greenhalgh	Virginia Commonwealth University	7 years	Niche Sport; Sport Sponsorship; Sport and the Natural Environment	Sport Marketing; Sales & Development; Research Methods in Sport
Alanna Harman	St. John's University	4 years	Community Sport; Volunteer Management; Organizational Behavior	Managerial Aspects of Sport; Social Media in Sport; Sport Communication; Leadership

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Kathryn Heinze	University of Michigan	7 years	Organizational and Institutional Change in Sport; How sport organizations and the sport industry respond to, manage, and/or lead change regarding social issues (e.g., athlete concussions, student athlete support, sustainability, CSR)	Organizational Behavior and Strategy in Sport Organizations
Larena Hoerber	University of Regina	15 years	Female Sport Fans; Women and Sport Leadership/Governance; Gender and Social Media in Sport; Community Sport Organizations; Innovation; Qualitative Research Methods	Intro to Sport Management; Sociology of Sport; Sport Marketing; Qualitative Research Methods
Matt Huml	Texas Tech University	1 year	Student-Athlete Academic Experience; College Athletics; Community Service	Social Issues in Sport; Sport in American Culture; Organizational Behavior; Personnel Management
Yuhei Inoue	University of Minnesota	6 years	Social Impact of Sport; Health and well-being; Corporate Social Responsibility	Management and Organization of Sport; Sport Finance; Sport Ethics
Jonathan Jensen	University of North Carolina	2 years	Sport Marketing Analytics; Sponsorship; Consumer Behavior	Sport Marketing (undergrad and grad)
Matt Katz	University of Massachusetts	3 years	Consumer Behavior; Social Network Analysis; Brand Community	Sport Marketing (graduate and undergraduate); Sport Analytics
Lisa Kihl	University of Minnesota	14 years	Ethics, policy, governance, sport corruption, CSR, leadership, gender	Ethics and Policy; Community-engaged capstone projects; Issues in Sport Industry
Carrie LeCrom	Virginia Commonwealth University	10 years	Sport for Development and Peace; Global Mindedness (studying abroad, etc.); Consumer Behavior	Sport Leadership; Research Methods in Sport; Global Sports Issues; Sport for Development; Sociology of Sport
Eric Legg	Arizona State University	2 years	Community Sports; Youth Development through Sports; Sense of Community; Collaboration among Youth Sports Organizations	Program Planning; Assessment & Evaluation of Community Services; Sports and Recreation for Youth Development

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Josh Lupinek	University of Alaska – Fairbanks	2 years	Sport Marketing; Brand Communities; Social Network Analysis	Principles of Marketing; Sport Marketing; Organizational Theory and Behavior; Entertainment and Sport Event Management
Kristy McCray	Otterbein University	2 years	Qualitative Methods; College Athletics and Student-athletes, particularly sexual assault prevention, also career development/mentoring	Sport Law; Sport Sociology; Leadership/Ethics (senior seminar); Org & Management
Patti Millar	Niagara University	2 years	Organizational Capacity Building; Community Sport; Nonprofit Sport Organizations	Organizational Behavior; Sport and Recreation Programming; Sport Communication; Policy and Governance
Erin Morris	SUNY Cortland	1 year	Women’s participation in non-traditional sports; Women’s sports development; Title IX	Intercollegiate Sport Management; Event Management; Disability & Sports
Alan Morse	University of Northern Colorado	9 years	Revenue Generation in College/Pro Sport (Ticket sales, Marketing, Fundraising, Finance)	Marketing; Finance; Ticket Sales; Fundraising; Research; Internships
Brianna Newland	University of Delaware	9 years	Sport Events and Tourism; Sport Development; Sport Marketing	Sport Event & Facility Management; Sport Law; Intro to Sport Management; Sport Public Relations
Heidi M. Parker	University of Southern Maine	10 years	Consumer Behavior; Sponsorship; Endorsements; Gender issues in sport	Sport Law; Event Management; Sport Management Seminar; Sport Marketing; Sport Sponsorship & Sales; Sport Consumer Behavior; Sport Finance; Introduction to Sport Management
Lamar Reams	Old Dominion University	5 years	Sport Marketing; Consumer Behavior; Combat Sports	Sport Marketing; Sport Management; Sport Sociology
Jason Reese	Stephen F. Austin University	6 years	Marketing and Pricing	Sports Marketing; Sports Sales; International Sports Business; Principles of Sports Business
Brenda Riemer	Eastern Michigan University	20+ years	Gender/sexuality (including Title IX); Starting to have an interest in the area of Sport Tourism	Diversity in Sport Organizations; Sport Finance; Sport Facility Management; Psychology of Sport and Exercise

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Cheryl Rode	Texas Tech University	3 years	Sport Tourism; Sport Fan Motivation; Destination Image; Women in Sport; Student-athlete Academics; Intercollegiate Athletics	Sport Communications; Facility and Event Management; Sport Marketing; Finance and Economics in Sport; Intercollegiate Athletics
Mikihiro Sato	James Madison University	3 years	Sport and well-being; Health Promotion through Physically Active Leisure	Human Resource Management; Strategic Management; Sport Marketing and Sales
Stephen Shapiro	Old Dominion University	9 years	Ticket Pricing and Consumer Behavior	Marketing and Finance
Natalie Smith	East Tennessee State University	2 years	Organizational Behavior; Innovation; Creativity; Sport-for-Development; Social Network Analysis	Introduction to Sport Management; Sport Management Research; Sport Sociology; Sport Communication; International Sport
Marijke Taks	University of Ottawa	24 years	Socio-economic aspects of Sport and Sport Events; Sport Consumer Behavior; Sport Participation and Development; Sport and Employment	Sport Marketing; Socio-economic aspects of sport; Sport Finance; Introduction to Sport Management; International aspects of Sport and Sport Management.
Erienne Weight	University of North Carolina	11 years	Issues in intercollegiate athletics – particularly the educational value of intercollegiate athletics	Administration/Management; Economics/Finance; Research Methods; Marketing; Internship
Janelle E. Wells	University of South Florida	5 years	Career and Leadership Development; Leadership Approaches; Coaching Strategies; Networking	Leadership and Management Concepts; Global Environment of Sport; Social Issues in Sport & Entertainment; Human Resource Management in Sport; Social Media in Sport
Jon Welty-Peachey	University of Illinois	8 years	Sport for Development; Leadership; Organizational Change	Sport Development; Critical Issues in Sport; Sport Finance
Dylan Williams	University of Alabama	4 years	Legal issues in Sport; Sport Tax and Finance; Sport Consumer Behavior; Intercollegiate Athletics	Sport Marketing; Sport in Society; Sport Law; Research Methods; Organizational Behavior