

## CURRICULUM VITAE

### JULES WOOLF PHD

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#### PRESENT ADDRESSES:

University of Illinois at Urbana-Champaign Department of Recreation, Sport and Tourism College of Applied Health Sciences 220 Huff Hall, 1206 S. Fourth Street Champaign, IL, 61820 USA Tel: (217) 300-8358 Email: jwoolf@illinois.edu	602 W. California Avenue Urbana, IL USA, 61801 Cell: (740) 818-4734
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#### CURRENT APPOINTMENT:

Assistant Professor in Sport Management  
 Sport+Development Laboratory Director  
 Department of Recreation, Sport and Tourism; College of Applied Health Sciences  
 University of Illinois at Urbana-Champaign, Champaign, IL, USA

Adjunct Assistant Professor in Sport Management  
 Adelphi University, Department of Health and Sport Sciences.  
 College of Education and Health Science, Garden City, NY, USA.

#### EDUCATION:

- 2007 Ph.D. Kinesiology (Sport Management)  
 The University of Texas at Austin, USA  
*Advisor: B. Christine Green*  
 Dissertation examined the use of emotional messages on sport participation.
- 2001 M.Ed. Kinesiology (Exercise Physiology and Nutrition)  
 The University of Texas at Austin, USA  
*Advisor: Edward F. Coyle*  
 Master report examined and evaluated NFL strength and conditioning training programs.
- 1996 B.Sc. (Hons) Sport Science (2:1)  
 The University of Wolverhampton, England  
*Advisor: Gregory Whyte*  
 Honors thesis examined the effectiveness of creatine on anaerobic exercise.

#### CERTIFICATES:

- 2020 Mentoring Matters at Illinois, University of Illinois at Urbana-Champaign.
- 2013 Theory and Practice of Scholarly Teaching. University Teaching Certificate (UTC) Program  
 Centre for Teaching and Learning, University of Windsor.
- 2013 Learning, Teaching and Assessing. Staff and Educational Development Association (SEDA).
- 2012 Fundamentals of University Teaching. University Teaching Certificate (UTC) Program  
 Centre for Teaching and Learning, University of Windsor.
- 2012 Supporting Learning. Staff and Educational Development Association (SEDA).

## PREVIOUS PROFESSIONAL EXPERIENCE

- 2015 – 2018    **Adelphi University, Department of Health and Sport Sciences**  
*Assistant Professor; Graduate Program Director (2017-2018)*
- Taught undergraduate classes in sport marketing
  - Taught graduate classes in sport marketing, sport management, economics, contemporary issues in sport, sport brand management, research methods, and social foundations of physical education
  - Taught online graduate classes in sport brand management, sport marketing, and research methods
  - Developed Psychology cluster for undergraduate sport management majors
  - Served on college and department committees, including a tenure track faculty search committee
  - Supervised independent studies
- 2014 – 2015    **Ohio University, Department of Sports Administration, College of Business**  
*Visiting Assistant Professor*
- Taught undergraduate classes in sport governance and ethics, economics of sport, and diversity and sport.
  - Successful petitioned for Journal of Sport Management to be listed as an elite journal by College of Business
  - Served on department committees.
- 2014 – 2016    **University of Windsor, Faculty of Human Kinetics, Canada**  
*Adjunct Assistant Professor*
- Supervised graduate student master thesis projects and internships.
- 2011 – 2014    **University of Windsor, Faculty of Human Kinetics, Canada**  
*Assistant Professor – 3-year limited term appointment*
- Taught undergraduate classes in organizational behavior, sport development and sport management principles.
  - Taught graduate classes in research methods, policy and practice in sport development.
  - Served on department committees.
- 2010 – 2011    **Western Illinois University, Department of Kinesiology**  
*Assistant Professor*
- Taught graduate classes in sport marketing, sociology, ethics, finance, facility and event management.
  - Developed marketing and promotional material for the Sport Management program.
  - Developed the Donna Phillips Memorial Fund: a fundraising and promotional venture for the Department.
- 2007 – 2010    **The University of Texas at Austin, Department of Kinesiology**  
*Lecturer*
- Taught graduate and undergraduate classes in sport management, marketing, law, facilities, and physiology.
  - Developed professional relationships with numerous local sport and recreational businesses.
- 2006 – 2007    **Sport Texas**  
*Consultant*
- Developed a steroid education program for the University Interscholastic League; available to watch at [http://utdirect.utexas.edu/uilgate/video\\_steroid.WBX](http://utdirect.utexas.edu/uilgate/video_steroid.WBX). Duties included conducting and analyzing focus groups data, storyline construction, messages framing, selecting and preparing interview subjects and consulting content director.
- 2005 – 2007    **Austin City Council Fire Department & The University of Texas at Austin**  
*Research Associate and Strength Coach*
- Worked on \$30,000 grant to implement a strength training program for firefighter candidates. Responsible for data collection, assisting with program design, implementation and coaching of firefighter candidates.
- 2004 – 2008    **CDC Obesity Prevention Project**  
*Research Associate*
- Conducted ethnographic surveys and developed an ethnographic profile of Corpus Christi. Evaluated a sport development initiative and sport event in Fort Stockton, Texas.

- 2003 – 2007 **McCombs School of Business, University of Texas at Austin**  
*Teaching Assistant – The Art and Science of Negotiation*
- 2000 – 2007 **School of Biological Science, University of Texas at Austin**  
*Teaching Assistant – Human Physiology and Anatomy*
- 2002 – 2003 **Seton Hospital Out of the ER Project**  
*Research Associate (Project Leader: Nell Gottlieb)*
- Researched and developed ways to reduce utilization of the ER. Created the Kids Care Kit, which is a specific first aid kit that addresses common illnesses experienced by children.
- 2000 – 2005 **Intercollegiate Athletics for Women, University of Texas at Austin**  
*Academic Mentor and Tutor*
- Developed students' study strategies, time management and test-taking skills.
- 2000 – 2001 **University of Texas Longhorns**  
*Graduate Assistant – Strength and Conditioning (Supervisor: Sandy Abney)*
- Assisted with coaching football, men's basketball, women's rowing, and women's softball.
  - Assisted with development of training protocols for women's rowing and softball.
- 1996 – 1998 **Birmingham Bullets Basketball Team, England**  
*Personnel and Fitness Coordinator*
- In charge of community relations, player management, and fitness training for a National Champion team in the British Basketball League (BBL).
  - Managed and marketed a community based school development program that markedly impacted both youth participation levels and crowd attendance.
  - Daily management of players, including: strength and conditioning of players, supervising physical therapy and rehabilitation from injury, securing promotional work and sponsorships, negotiating contracts, processing work permits, and general administration.
- 1995 – 1998 **Staying Power Limited, England**  
*Strength and Conditioning Coach*
- Entrepreneurial venture.
  - Specialized in training elite athletes and teams on a contractual basis.
  - Worked with international and national caliber athletes. Assisted several athletes to win Gold medals at World Championships and the Paralympics Games.

## RESEARCH

My research focuses on the role of sport in human development and augmentation. In particular, I am interested in the nexus between sport and health and how the management of sport may promote positive, and prevent negative, health and wellness outcomes. In my research, I strive to understand the issues that enable sport to be a positive transformative experience that promotes health and wellbeing and avoids negative behaviors such as the use and abuse of drugs. To achieve this, I adopt a critical perspective to explore and challenge the assumptions that pervade sport, with the goal to then prescribe policies and practices that better enable sport to deliver on its promise as a true benefit to society. This informs two main areas of research. The first centers on the management of doping in sport. The second examines sport development, both in terms of the development of sport and the use of sport for developmental (i.e., health) outcomes.

### PUBLICATIONS: PEER REVIEWED JOURNAL ARTICLES UNDER REVIEW

Woolf, J., Yoon, H., & Perkari, K. (2020). *Sport, Exercise, and Performance Psychology*. (Under 2<sup>nd</sup> review)

### PUBLICATIONS: PEER REVIEWED JOURNAL ARTICLES

Woolf, J. (2020). An examination of anti-doping education initiatives from an educational perspective: Insights and recommendations for improved educational design. *Performance Enhancement & Health*. (In Press).

- Horne, E., **Woolf, J.**, & Green, C. (2020). Relationship dynamics between parents and coaches: are they failing young athletes?. *Managing Sport and Leisure*, 1-17.
- Woolf, J.**, Dixon, J., Green, B. C., Hill, P. (2019). Just how competitive are we? Managing organizational culture in a Canadian university athletics department. *Case Studies in Sport Management*, 8, S21-S27.
- Woolf, J.** & Lawrence, H. (2017). Social identity and athlete identity among CrossFit members: an exploratory study on the CrossFit Open. *Managing Sport and Leisure*, 22(3), 166-180. DOI: 10.1080/23750472.2017.1415770
- Woolf, J.** (2017). Drugs in the sport and entertainment industry: beyond hyperbole and the need for a humanistic approach for drug management. *Sport & Entertainment Review*, 3(2).
- Woolf, J.**, & Dixon, J. (2017). You're Hired! A hiring simulation for sport management students that incorporates the hidden profile phenomenon. *Sport Management Education Journal*, 11, 106-119. DOI: 10.1123/smej.2016-0028
- Mazanov, J., & **Woolf, J.** (2017) Corporate Social Responsibility and Managing Drugs in Sport. *Journal of Global Sport Management*, 2(2), 96-110. DOI: 10.1080/24704067.2017.1314765
- Woolf, J.**, & Mazanov, J. (2017). How athletes conceptualize doping, winning, and consequences: insights from using the cognitive interviewing technique with the Goldman Dilemma. *Qualitative Research in Sport, Exercise & Health*. 9(3), 303-320. DOI: 10.1080/2159676X.2016.1272480
- Woolf, J.** (2017). An analytical autoethnographical account of using inquiry-based learning in a graduate research methods course. *The Canadian Journal for the Scholarship of Teaching and Learning*, 8(1), 5. DOI: 10.5206/cjsotl-rcacea.2017.1.5
- Woolf, J.**, Mazanov, J., & Connor, J. (2016). The Goldman Dilemma is dead: what elite athletes really think about doping, winning, and death. *International Journal of Sport Policy and Politics*, 9(3), 453-467. DOI: 10.1080/19406940.2016.1194875
- Woolf, J.**, Berg, B., 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. *Journal of Sport Management*, 30(4), 438-452. DOI: 10.1123/jsm.2014-0301
- Woolf, J.**, Rimal, R., & Sripad, P. (2014). High school athletes' use of androgenic anabolic steroids: the role of proximal networks. *Journal of Sport Management*. 28(1), 8-20. DOI: 10.1123/jsm.2013-0046
- Woolf, J.** (2014). Integrating research skills into non-research methods courses. *Collected Essays on Learning and Teaching*, 7(1), 76-82. DOI: 10.22329/celt.v7i1.3969
- Woolf, J.**, Heere, B. & Walker, M. (2013). Do Charity Sport Events function as "Brandfests" in the development of Brand Community? *Journal of Sport Management*, 27(2), 95-107. DOI: 10.1123/jsm.27.2.95
- Woolf, J.**, & Swain, P. (2013). Androgenic anabolic steroid policy and high school sports: Results from a policy Delphi study. *International Journal of Sport Policy and Politics*, 6(1), 89-106. DOI: 10.1080/19406940.2013.767852
- Connor, J., **Woolf, J.**, & Mazanov, J. (2013). Would they dope? Revisiting the Goldman Dilemma. *British Journal of Sports Medicine*. bjsports-2012. DOI: 10.1136/bjsports-2012-091826
- Warner, S., Chalip, L., & **Woolf, J.** (2008). Fan development strategy: The Austin Wranglers' game plan. *Sport Management Review*, 11, 309-330. DOI: 10.1016/S1441-3523(08)70114-1
- Woolf, J.** (2008). Competitive advantage in the health and fitness industry: Developing service bundles. *Sport Management Review*, 11, 57-75. DOI: 10.1016/S1441-3523(08)70103-7

#### **PUBLICATIONS: OTHER**

Juma, B. O. & **Woolf, J.** (in press). Doping. *Encyclopedia of sport management*.

- Woolf, J.** (2017). Drugs in Sport. In N. Schulenkorf, & S. Frawley (Eds). *Critical issues in global sport management* (pp. 77-92). New York: Routledge.
- Woolf, J.** (2012, January). Roller Derby: A 360° Perspective. Report from a Research Symposium. Paper shared with roller derby practitioners as part of a knowledge mobilization initiative.
- Woolf, J.** (2007). The effects of disgust eliciting persuasive message on physical activity. *Dissertation Abstracts International*, 1, 250. (UMI No. 3268396).
- Draper, N. & **Woolf, J.** (1996). A strength and sprint training program for pre-elite wheelchair athletes. *Peak Performance*, 75, 2-7.

**GRANTS: ACCEPTED AND FUNDED**

- Woolf, J. (PI)**, Alleyne, R., Sutherland, S., Vargas, P., Griffith, A., & Shen, S. (2020). Knowledge of performance enhancement and interpersonal communication among Caribbean adolescent athletes: implications for social norm information and program intervention design. *World Anti-Doping Agency Social Science Research Grant*.  
Funded amount: \$42,208  
Funding dates: February 2021 – January 2023
- Woolf, J. (PI)**. (2020). Interpersonal communication among Caribbean adolescent athletes on performance enhancement: implications for social norm formation and anti-doping education intervention design. Campus Research Board  
University of Illinois at Urbana-Champaign  
Funded amount: \$25,111  
Funding dates: April 2020 – December 2021
- Woolf, J. (PI)**, Boardley, I.(co-PI), Kavussana, M. (co-PI). (2020). A collaborative investigation of licit and illicit approaches to performance enhancement in sport. **BiR**irmingham Illinois Partnership for **D**iscovery, **EnG**agement, and **E**ducation (BRIDGE)  
University of Illinois at Urbana-Champaign  
Funded amount: \$5,000  
Funding dates: June 2020 – June 2021
- Welty-Peachey, J. (PI), Richards, K. A. R, **Woolf, J.** (2020). Examining the effects of a youth-based sport for development program on socio-emotional learning and academic efficacy. CO+RE: The Community + Research Partnership Program  
University of Illinois at Urbana-Champaign  
Funded amount: \$19,784  
Funding dates: April 2020 – April 2021
- Woolf, J. (PI)**. (2014). “You’re Hired!”, “Managing Organizational Change” and other teaching simulations: Developing Organizational Behaviour Kinesiology-specific teaching resources. Centred on Learning Innovation Fund (CLIF) Grant  
University of Windsor  
Funded amount: \$2,370  
Funding dates: 2013 – 2014
- Woolf, J. (PI)**, & Connor, J. (2013). Fighting and doping: an exploratory study on professional mixed martial artists’ attitudes towards performance enhancing substances. Kinesiology Research Seed Grant  
University of Windsor  
Funded amount: \$1,500.  
Funding dates: March 2013 – March 2014.

**Woolf, J.** (PI), Newland, B., Berg, B., & Green, B.C. (2012). Managing sport development absent a formal governance structure: A case study of a mixed martial arts training centre.  
Tri-Success Grant Program – SSHRC  
University of Windsor.  
Funded amount: \$5,000  
Funding dates: September 2012 – August 2013.

Connor, J. (PI), Mazanov, J., & **Woolf, J.** Death for performance: What would athletes trade-off for success?  
World Anti-Doping Agency Social Science Research Grant.  
Funded amount \$17,000.  
Funding dates: March 2012 – March 2013.

**Woolf, J.** (PI). "If everyone is using, shouldn't I?": Perceived norms of anabolic androgenic steroid use among high school athletes.  
World Anti-Doping Agency Social Science Research Grant.  
Funded amount \$16,159  
Funding dates: January 2011 – June 2012.

Walker, M. (PI), **Woolf, J.** (Co-PI), & Heere, B. (Co-PI). Impact of Charity Sport Events on Physical Activity Behavior and Charitable Involvement. Research Consortium, Early Career Investigator.  
American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD).  
Funded amount: \$7,468.  
Funding dates: April, 2010 - April, 2011.

B.C. Green (PI), & **Woolf, J.** (AI). Development of marketing communications using disgusting images to determine people's attitudes and behaviors towards sport and exercise participation.  
The University of Texas at Austin Special Research Grant  
Funded amount: \$750.  
Funding dates: January 2005 – January 2006.

#### **GRANTS: ACCEPTED AND UNFUNDED DUE TO BUDGET CONSTRAINTS**

**Woolf, J.** (PI) & Farr, F. (2019). Understanding the Relationship between Youth Sport and Family Functioning.  
North American Society for Sport Management Doctoral Research Grant.  
Funds requested: \$2,310  
Declared fundable but unfunded

**Woolf, J.** (PI), Berg, B., Newland, B., & Green, B.C. (2013). Managing the development of emergent sports: Lessons from Mixed Martial Arts.  
Insight Development Grant  
Social Sciences and Humanities Research Council of Canada (SSHRC).  
Funds requested: \$45,767.  
4A rating: Accepted for Funding

**Woolf, J.** (PI), Newland, B., Berg, B., & Green, B.C. (2012). Managing sport development absent a formal governance structure: Lessons from Mixed Martial Arts.  
Insight Development Grant  
Social Sciences and Humanities Research Council of Canada (SSHRC).  
Funds requested: \$63,094.  
4A rating: Accepted for Funding

#### **GRANTS: UNDER REVIEW**

**Woolf, J.** (PI), Alleyne, R., Sutherland, S., Vargas, P., Griffith, A., & Shen, S. (2020). Knowledge of performance enhancement and interpersonal communication among Caribbean adolescent athletes: implications for social norm information and program intervention design.  
World Anti-Doping Agency Social Science Research Grant

University of Illinois at Urbana-Champaign  
Funds requested: \$42,208

#### **GRANTS: UNFUNDED**

**Woolf, J. (PI),** Welty-Peachey, J., Ray, J., & Hammaker, C. (2020). Identifying sport program preferences of military veterans with physical disabilities: A conjoint analysis study.

Military Service Knowledge Collaborative Seed Funding Program  
University of Illinois at Urbana-Champaign.  
Funds requested: \$14,054

**Woolf, J. (PI),** Bigsby, E., Sutherland, S., Vargas, P., Shen, S., & McCann, K. D. (2019). Knowledge of performance enhancement and interpersonal communication among Caribbean adolescent athletes: implications for social norm information and program intervention design.

World Anti-Doping Agency Social Science Research Grant  
University of Illinois at Urbana-Champaign  
Funds requested: \$73,362 (Identified as a Project in Need, and requested for resubmission)

**Woolf, J. (PI),** Ballouli, K., & Heere, B. (2017). Doping as a community of practice: insights into learning, meaning, and identity from professional baseball players

World Anti-Doping Agency Social Science Research Grant  
Adelphi University  
Funds requested: \$16,754

**Woolf, J. (PI),** Ballouli, K., & Heere, B. (2017). Doping as a community of practice: insights into learning, meaning, and identity from professional baseball players

North American Society for Sport Management Research Grant  
Adelphi University  
Funds requested: \$2,318

**Woolf, J. (PI),** Connor, J. (2012). Fighting and doping: increasing knowledge of professional mixed martial artists' attitudes towards performance enhancing substances through semi-structured interviews.

World Anti-Doping Agency Social Science Research Grant  
University of Windsor, Canada  
Funds requested: \$20,627

**Woolf, J. (PI).** (2011). The "Athlete Capacity Problem" within the Ultimate Fighting Championships: Self-management strategies employed by elite fight teams.

North American Society for Sport Management Research Grant program  
Western Illinois University  
Funds requested: \$2,145

**Woolf, J. (PI).** (2010). The "Athlete Capacity Problem" within the Ultimate Fighting Championships: Self-management strategies employed by elite fight teams.

University Research Council, Western Illinois University  
Western Illinois University  
Funds requested: \$4,974

#### **OTHER COMPETITIVE FUNDING:**

2013 Centre for Teaching and Learning \$800 travel grant to present at the Society for Teaching and Learning in Higher Education (STLHE) annual conference, Cape Breton, Nova Scotia, Canada.

2013 Academic Travel Fund Committee \$1,000 travel grant to present at the International Communication Association annual conference, London, England.

#### **PRESENTATIONS: (\* ABSTRACT PUBLISHED)**

- Juma, B. O., Bloodworth, A. (advisor) & **Woolf, J.** (advisor) (2021, May). Kenyan Athletes' Experiences with Anti-Doping Education and the Challenges of WADA Code Implementation. Paper accepted to the North American Society for Sport Management annual virtual conference.
- Farr, J., Green, B. C. (advisor), & **Woolf, J.** (advisor) (2021, May). Understanding the Relationship between Youth Sport Participation and Family Resilience. Paper accepted to the North American Society for Sport Management annual virtual conference.
- Woolf, J.**, Yoon, H. & Perkari, K. (2020, May). *Drawing the Lines on Performance Enhancement in Sport: How Professional Fighters Conceptualize the Boundaries of Acceptable Drug Use*. Paper presented to the 16<sup>th</sup> International Congress of Qualitative Inquiry, Urbana-Champaign, USA. <https://icqi.org/wp-content/uploads/2020/02/QI2020-First-Preliminary-Program.pdf> (Conference canceled)
- Woolf, J.** (2020, May). *The World Anti-Doping Agency's (re)-commitment to Anti-doping Education: A major development or just another exercise in compliance?* Paper presented to the North American Society for Sport Management annual conference, San Diego, USA.
- McCann, K., Farr, J, Kaczorowski, J. LeFevour, K., & **Woolf, J.** (advisor) (2020, May). *Bridging the Gap: A Workshop on Knowledge Mobilization Strategies for Youth Sport Development Research*. Paper presented to the North American Society for Sport Management annual conference, San Diego, USA.
- Hill, P., Welty-Peachey, J. (advisor), & **Woolf, J.** (advisor) (2020, February). *Challenges of Interdisciplinarity: Graduate Students' Perspectives*. Paper presented at The Academy of Leisure Sciences annual conference, Urbana-Champaign, USA.
- Chen, G, **Woolf, J.** (advisor), Welty-Peachey, J. (advisor), Kaczorowski, J., Lee, M., Brooks, C., & Strauser, J. (2020, February). *The Irony of Studying Leisure Without Leisure Time: An Interactive Delphi Study Workshop*. Paper presented at The Academy of Leisure Sciences annual conference, Urbana-Champaign, USA.
- Woolf, J.** & Welty-Peachey, J. (2019, May). *Developing servant leaders: why reliance on a community of practice may be problematic*. Paper presented at the North American Society for Sport Management annual conference, New Orleans, USA.
- Horne, E. & **Woolf, J.** (advisor). (2019, May). *Balancing the needs of key stakeholders in youth sport*. Poster presented at the North American Society for Sport Management annual conference, New Orleans, USA.
- LeFervour, K., Farr, J., **Woolf, J.** (advisor), & Green, B.C. (advisor). (2019, May). Developing wheelchair basketball: Necessary elements for training coaches. Poster presented at the North American Society for Sport Management annual conference, New Orleans, USA.
- Chung, M., Choi, W., Hill, P., **Woolf, J.** (advisor) & Welty-Peachey, J. (advisor). (2019, May). *Low Pay, Poor Play; What motivates referees of adult community sport leagues*. Paper presented at the North American Society for Sport Management annual conference, New Orleans, USA.
- Hill, P., Welty-Peachey, J. (advisor), & **Woolf, J.**(advisor). (2019, May). *An urban perspective on the challenges of sport for development*. Poster presented at the North American Society for Sport Management annual conference, New Orleans, USA.
- Horne, E., Slotcavage, T., Haugen, M., Welty-Peachey, J., (advisor), & **Woolf, J.** (advisor). (2019, May). *Commitment and advancement of professional athletes: All or nothing?* Paper presented at the North American Society for Sport Management annual conference, New Orleans, USA.
- Chen, G., Jang, I., **Woolf, J.**, (advisor) & Welty-Peachey, J. (advisor). (2019, May). *Role conflict of international student-athletes: The distinct challenges they face and the implications for collegiate administrators*. Poster presented at the North American Society for Sport Management annual conference, New Orleans, USA.
- Kaczorowski, J., Greenberg, M., LeFevour, K., **Woolf, J.**, (advisor), & Welty-Peachey, J. (advisor). (2019, May). *The effect of athletic identity on the usage of athletic department support services and career transition readiness*. Paper presented at the North American Society for Sport Management annual conference, New Orleans, USA.



- \***Woolf, J.**, Ballouli, K., & Heere, B. (2018, June). *Learning to dope: Accounts from professional baseball players*. Paper presented at the North American Society for Sport Management annual conference, Halifax, Canada.
- \***Woolf, J.**, Ballouli, K., & Heere, B. (2017, August). Examining doping from a community of practice perspective: insights into learning, meaning and identity. Paper presented at the International Network of Doping Research Conference, Aarhus, Denmark.
- \***Woolf, J.** & Dixon, J. (2017, June). *Using simulations as teaching tools in Sport Management courses*. Poster presented at the North American Society for Sport Management annual conference, Denver, USA
- Mazanov, J., & **Woolf, J.** (2016, May). *Corporate social responsibility and managing drugs in sport*. Paper presented at the European Academy of Management annual conference, Paris, France.
- \***Woolf, J.**, & Lawrence, H. (2016, May). *Building on Community through the use of sporting events: The case of the CrossFit Open*. Paper presented at the North American Society for Sport Management annual conference, Orlando, USA.
- Anderson, J., **Woolf, J.**, Dixon, J. C. (2015, May). *Beg, borrow, and steal: Creating simulations and case studies in a vacuum*. Poster presented at the Ninth annual International Conference on Teaching and Learning. Windsor, Canada.
- Woolf, J.**, Walker, M., & Goldsmith, A. (2014, Nov). *The fallacy of the 'Hollywood Effect': How USA Archery leveraged popular cultural events into increased archery participation*. Paper presented at the Sport, Entertainment, and Venues Tomorrow conference, South Carolina, USA.
- Woolf, J.**, Berg, B., Newland, B., & Green, B.C. (2014, Nov). *Emergent sports governance: Lessons from mixed martial arts*. Paper presented at the Sport Management Association of Australia & New Zealand annual conference, Melbourne, Australia.
- \*El-Turk, J., Paraschak, V. (advisor), & **Woolf, J.** (advisor). (2014, May). *Social construction of the sport-gambling relationship: A case study of Bill C-290*. Paper presented at the North American Society for Sport Management annual conference, Pittsburg, USA.
- \*Hatten, M., Murray, J., Ali, S., & **Woolf, J.** (advisor). (2014, May). *Exploring collegiate football players' knowledge of, and attitudes towards concussions: Implications for the design of educational interventions*. Poster presented at the North American Society for Sport Management annual conference, Pittsburg, USA.
- \*Anderson, J., Bulmer, B., Lightfoot, S., Richardson, D., & **Woolf, J.** (advisor). (2014, May). *Managing sport to reduce acculturation stress among international students and promote intercultural education*. Poster presented at the North American Society for Sport Management annual conference, Pittsburg, USA.
- \***Woolf, J.**, & Conner, J. (2013, Aug). *What do we (really) know about doping in emergent sports? Exploring the phenomenon of mixed martial arts*. Paper presented at the International Network of Humanistic Doping Research Conference, Aarhus, Denmark.
- \***Woolf, J.** (2013, June). *Integrating research skills training into non-research method courses*. Paper presented at the Society for Teaching and Learning in Higher Education (STLHE) annual conference. Cape Breton, Canada.
- \***Woolf, J.**, Rimal, R., Sripad, P. (2013, June). *Understanding High School Athletes' Use of Androgenic Anabolic Steroids: The Role of Source Proximity in the Theory of Normative Social Behavior*. Paper presented at the International Communication Association annual conference, London, England.
- \***Woolf, J.**, Connor, J., & Mazanov, J. (2013, May). *Assessing the relevance of the 'Goldman Dilemma' in contemporary sport*. Poster presented at the North American Society for Sport Management annual conference, Texas, USA.
- \***Woolf, J.**, Rimal, R., Sripad, P. (2013, May). *"If everyone is using, shouldn't I?": Investigating the influence of social norms on high school athletes' intentions to use anabolic androgenic steroids*. Paper presented at the North American Society for Sport Management annual conference, Texas, USA.

- Woolf, J.**, McLaughlin, B., Farias, A., Archer-Kuhn, B., Prendi, L., & Boulos, P. (2013, May). *The faculty of the future: the role of faculty learning communities in developing scholarly teachers*. Paper presented at the Seventh annual International Conference on Teaching and Learning. Windsor, Canada.
- \*Ali, A., Brooks, M., DiBiase, A., Wasser, K., & **Woolf, J.** (advisor) (2013, May). *Kick, punch, grapple: Exploring women's motivations for mixed martial arts participation*. Poster presented at the North American Society for Sport Management annual conference, Texas, USA.
- \*El-Turk, J., Bakos, A., Ayotte, M. & **Woolf, J.** (advisor) (2013, May). *The impact of the legalization of mixed martial arts on a Canadian border city: a Delphi study*. Poster presented at the North American Society for Sport Management annual conference, Texas, USA.
- \*Zhou, J., & **Woolf, J.** (advisor) (2013, May). *Answering the "call to Brawl": Developing recruitment and retention strategies for roller derby*. Poster presented at the North American Society for Sport Management annual conference, Texas, USA.
- Woolf, J.** (2012, May). *Get your skates on! Rolling research and teaching together utilizing an Inquiry-based Learning strategy*. Paper presented at the Sixth annual International Conference on Teaching and Learning. Rochester, Michigan.
- Krawec, K., Flaxey, I., Roney, M., Zhou, J., & **Woolf, J.** (advisor) (2012, Feb). *A profile of Canadian roller derby athletes and their perceptions of risk*. Paper presented at the Macintosh Sociology of Sport Conference. Kingston, Ontario.
- Bruce, J., Naraine, M.L., Morrison, A., Tovell, B.M., & **Woolf, J.** (advisor) (2012, Feb). *Makeup and muscles: negotiating gender identity in roller derby*. Paper presented at the Macintosh Sociology of Sport Conference. Kingston, Ontario.
- Woolf, J.**, Heere, B., & Walker, M. (2011, Oct). *Charity Sport Events as "Brandfests": Developing Brand Community*. Paper presented at the Sport Marketing Association annual conference. Houston, Texas.
- \*Walker, M., **Woolf, J.**, & Heere, B. (2011, Mar). *RC grant findings: The impact of charity sport participation on physical activity behavior*. Paper presented at the American Alliance for Health, Physical Education, Recreation, & Dance annual convention. San Diego, CA.
- \***Woolf, J.** (2010, Nov). *Shame and Disgust: A content analysis of the "Don't be an asterisk" campaign*. Paper presented at the Doping Conference, University of Copenhagen Research Unit in Doping in Sport, Copenhagen, Denmark.
- \*Swain, P. & **Woolf, J.** (advisor) (2010, May). *Experts' opinions on anabolic androgenic steroid policy design for high school sports. Results from a Delphi study*. Paper presented at the North American Society for Sport Management annual conference, Florida, USA.
- Li, L., **Woolf, J.**, (co-advisor) & Heere, B. (2010, May). *A doping and anti-doping game: The rational choices of cheater and catcher under asymmetric information*. Poster presented at the North American Society for Sport Management annual conference, Florida, USA.
- \***Woolf, J.** (2009, May). *High school baseball players' attitudes, opinions, and knowledge of anabolic steroids: Guidelines for the development of an anabolic steroid intervention program*. Paper presented at the North American Society for Sport Management annual conference, South Carolina, USA.
- \***Woolf, J.** (2009, May). *Local residents' perceptions of an arena football team: Effects of moving up to the premier league, or down to the minor league*. Paper presented at the North American Society for Sport Management annual conference, South Carolina, USA.
- \***Woolf, J.** (2008, Apr). *Fear negatively impacts message encoding of a health promotion message*. Paper presented at the Research Consortium, American Alliance for Health, Physical Education, Recreation and Dance National Convention, Fort Worth, USA.

- \***Woolf, J.** (2008, Apr). *The effects of disgust eliciting persuasive messages on physical activity*. Paper presented at the Research Consortium, American Alliance for Health, Physical Education, Recreation and Dance National Convention, Fort Worth, USA.
- Woolf, J.** (2008, Apr). *Transition in doping. Sport History, Philosophy, and Forum*. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance National Convention, Fort Worth, USA.
- Moore, J. L., **Woolf, J.**, & Oeklers, C. (2004, Nov). *Function-matching and social influence: Protecting the health of Hispanic adolescents with self-expressive messages*. Paper presented at the Annual Conference of the National Communication Association, Chicago, USA.
- Woolf, J.**, & Green B. C. (2002, Jun). *Fitness testing as an augmentation to sport and fitness services*. Paper presented at the North American Society for Sport Management annual conference, Canmore. Alberta, Canada.
- Woolf, J.** (1996, May). *The effects of oral creatine supplementation on 90 seconds of maximal cycling*. Paper presented at the British Association of Sport and Exercise Science Student Conference, Wolverhampton, England.
- Woolf, J.** (1996, May). *A case study investigating the development and implementation of a training protocol for pre-elite wheelchair athletes*. Poster presented at the British Association of Sport and Exercise Science Student Conference, Wolverhampton, England.

#### **DISTINGUISH INVITED SPEAKER:**

- Woolf, J.** (2020, May). Research – Impacts and Measurements Panel. Adapt2Achieve Leadership Conference. Disabled Sports USA. Colorado Springs, CO, USA.
- Woolf, J.** (2019, Apr). Faculty Perspective. Illinois Esports Summit 2019. University of Illinois at Urbana-Champaign, Champaign, Illinois.
- Woolf, J.** (2011, Jul). The Tour of Qinghai Lake: Leveraging the event as a “Brandfest” and tourism destination. Qinghai Sports Bureau, Xining, China
- Woolf, J.** (2008, Nov). Managing bodies: The role of sport managers in the training of athletes. International Sport Symposium. Korea National Sport University, Seoul, Korea.
- Woolf, J.** (2008, Nov). Development of communication strategies to prevent steroid abuse among high school athletes. International Sport Symposium. Korea National Sport University, Seoul, Korea.
- Woolf, J.** (2008, Apr). Steroid use in sports: Interdisciplinary approaches for ongoing problems. McCraw Lecture series, University of Texas at Austin, USA.
- Green, B.C., & **Woolf, J.** (2007, Oct). Understanding the effects of emotional appeals on health promotions: Can fear and disgust promote physical activity? Paper presented to the Invited Lecture Series, Department of Sport Management, Isenberg School of Business, University of Massachusetts, Amherst, MA.

#### **MEDIA APPEARANCES/COVERAGE (TELEVISION, RADIO, PRINT/INTERNET):**

##### **TELEVISION/INTERNET**

Al-Jazeera media network. (multi-media feature launched May 2014). Neden, ne pahasina? Türkiye son birkaç yılda doping sorunuyla daha önce görülmedik ölçüde yüzleşmek zorunda kaldı (translation: Why, at what price. The last couple of years, the problem of doping in more Turkey available as unusual occurrence will have to confront them now). Available from: <http://webapps.aljazeera.net/ajt/spor/dop/aljazeera-dopingdosyasi-nepahasina.html>

##### **RADIO**

CJME News Talk 980 Radio: John Gormley Live. (2014, September 18). Why do promising youth athletes gamble on PEDs? Available from <http://cjme.com/cjme-podcasts> Download <http://cjme.com/sites/default/file/JGL-STEROIDS-SEP18.mp3>

- CJME News Talk 980 Radio: John Gormley Live. (2014, March 4). Do famous athletes inspire teens to use performance enhancing drugs? Available from <http://cjme.com/cjme-podcasts> Download <http://cjme.com/sites/default/file/JGLTEENROIDSMP4.mp3>
- CBC Radio: Windsor Morning with Tony Doucette. (2014, February 18). Drug Role Models. Available from: <http://www.cbc.ca/windsormorning/episodes/2014/02/18/drug-role-models/>
- The Afternoon News (with Kathie McMann) AM 800 CKLM Windsor. (2014, February 6). Interview on normative influences on high school athletes' steroids use. <http://www.am800cklw.com/>
- Research Matter with Steve Fields. (2014, January 23). Friends, not pro athletes, influence steroid use, researcher finds. Available from: <http://www.uwindsor.ca/pac/research-matters-with-steve-fields>
- Research Matter with Steve Fields. (2013, June 20). Mixed martial arts an untapped field for kinesiology researchers. Available from: <http://www.uwindsor.ca/pac/research-matters-with-steve-fields>
- Research Matter with Steve Fields. (2013, January 30). Researcher's findings debunk accepted wisdom about athlete doping. Available from: <http://www.uwindsor.ca/pac/research-matters-with-steve-fields>
- AM 800 CKLM Windsor. (2013, January 30). Interview on the Goldman Dilemma. <http://www.am800cklw.com/>
- The Matt Holmes Show – AM 900 CHML Hamilton, ON. (2013, January 31). Available from: <http://www.900chml.com/Station/MattHolmesShow/Audio.aspx>
- The Rob Breakenridge Show – CHQR 770 AM - Calgary, AB. (2013, February 2). Available from: <http://www.qr77.com/Shows/RobBreakenridge/Home.aspx>
- Astral Radio with Rick Moffat – the voice of the Montreal Alouettes – CJAD 800 AM Astral Radio (syndicated show based out of Montreal - <http://www.cjad.com/Sports/OurTeam/>). (2013, February 5).
- CBC Radio: The Early Shift with Tony Doucette (<http://www.cbc.ca/earlyshift/#>) - 97.5FM Windsor, 91.9 FM Leamington, 88.1FM Chatham, 90.3 FM Sarnia. (2013, February 7). Available from: <http://www.cbc.ca/contentconnector/audio-preview.html?clipId=2332792019&channel=radio>
- The Gary Doyle Show – AM 570 Kitchener, ON. (2013, February 8). Available from: <http://www.570news.com/shows/the-gary-doyle-show/>

### **PRINT/INTERNET NEWS**

- Borowsky, L. (2021, Jan 20). Getting into the game. Amplitude. Available from: <https://livingwithamplitude.com/adaptive-sports-amputees-research/>
- Pavlenko, A. (2018, Mar 15). Prick for the champion: Russia is becoming the new world champion in the number of athletes caught doping. Novoye vremya (Ukraine weekly online magazine).
- Haigh, M. (2017). Adelphi's Sport Management Program: Small classes in a big city. Available from: <http://athleteassessments.com/adelphis-sport-management-program-small-classes-in-a-big-city/>
- Adelphi University Academic & Creative Research magazine (Fall 2017). In search of a level playing field, 20-21.
- Adelphi University (2017, April 28). The Price of Gold: Rethinking Doping in Professional Sports. Available from: [http://news.adelphi.edu/au\\_news/the-price-of-gold-rethinking-doping-in-professional-sports/?utm\\_content=cta](http://news.adelphi.edu/au_news/the-price-of-gold-rethinking-doping-in-professional-sports/?utm_content=cta)
- Ruth S. Ammon School of Education (2016, November 11). New research finds the basis for anti-doping arguments may be outdated. Available from: [http://education.adelphi.edu/au\\_news/new-research-finds-the-basis-for-anti-doping-arguments-may-be-outdated/](http://education.adelphi.edu/au_news/new-research-finds-the-basis-for-anti-doping-arguments-may-be-outdated/)
- Kiernan, J.S. Wallethub.com (2016, June). La Copa America Centenario by the numbers. Available from: <https://wallethub.com/blog/copa-america-centenario-stats/21510/#jules-woolf>
- Council of Ontario Universities Research Matters (2014, February 10). Friends, not pro athletes, influence steroid use. Available from: <http://yourontarioresearch.ca/2014/02/friends-pro-athletes-influence-steroid-use/>

- Durham Region (2014, January 23). Friends, not pro athletes, influence steroid use: U Windsor researcher. Available from <http://www.durhamregion.com/news-story/4331130-friends-not-pro-athletes-influence-steroid-use-u Windsor-researcher/>
- The Daily News (2014, January 23). Friends, not pro athletes, influence steroid use, researcher finds. Available from <http://www.u Windsor.ca/dailynews/2014-01-22/friends-not-pro-athletes-influence-steroid-use-researcher-finds>
- Simcoe, L. (2013, December 4). Varsity athletes ignore concussions: UWindsor study. Metro News. Available from <http://metronews.ca/news/windsor/874643/varsity-athletes-ignore-concussions-u Windsor-study/>
- Lajoie, D. (2013, December 4). Research on football players show many disregard threat of concussion. The Windsor Star, p 2. Available from <http://blogs.windsorstar.com/2013/12/03/research-on-football-players-show-many-disregard-threat-of-concussion/>
- The Daily News (2013, December 3). Football players may disregard concussion consequences, student researchers find. Available from: <http://www.u Windsor.ca/dailynews/2013-12-02/football-players-may-disregard-concussion-consequences-student-researchers-find>
- Nonprofit Business Advisor (No.287, 2013, August). Study explores charity sporting events' success as "Brandfests". DOI:10.1002/nba.200056.
- The Daily News (2013, June 20). Mixed martial arts an untapped field for kinesiology researchers. Available from: <http://www.u Windsor.ca/dailynews/2013-06-19/mma-untapped-field-kinesiology-researchers>
- The Daily News. (2013, January 30). Researcher's findings debunk accepted wisdom about athlete doping. Available from: <http://www.u Windsor.ca/dailynews/2013-01-29/researcher%E2%80%99s-findings-debunk-%E2%80%98accepted-wisdom%E2%80%99-about-athlete-doping>
- Pearson, C. (2011, November 28). Studying Roller Derby. *The Windsor Star*, pp. A5.
- The Daily News. (2011, November 28). Student researchers focus on finer points of roller derby. Available from: <http://www.u Windsor.ca/dailynews/2011-11-25/student-researchers-focus-on-finer-points-of-roller-derby>
- The Daily News. (2011, September 19). Kinesiology professor brings fresh perspective to steroid research. Available from: <http://www.u Windsor.ca/dailynews/2011-09-18/kinesiology-professor-brings-fresh-perspective-to-steroid-research>

## TEACHING

I consider myself a scholarly teacher and my teaching practice informed by evidence-based pedagogical principles. Below is a summary of the course I have taught (graduate level courses identified with \*), the number of times taught, and the students I have advised. I list Professional Development activities relevant to teaching. I also have a comprehensive Teaching Dossier (available upon request), which includes details of my Teaching Philosophy, Practices, Development, Mentoring Philosophy and Practices, and supporting documentation.

**UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN, DEPARTMENT OF RECREATION, SPORT AND TOURISM, COLLEGE OF APPLIED HEALTH SCIENCES**

### COURSES TAUGHT

- RST 410: Strategic Thinking in Recreation, Sport and Tourism. (Fall 2018-9, Spring, 2019)
- RST 301: Sport Brand Management (Spring 2019, 2020, 2021)
- RST 594: Strategic Management (Summer 2019, 2020 online, Spring 2021)
- RST 515: Marketing in Recreation, Sport and Tourism (Summer 2020 online)

### ADELPHI UNIVERSITY ADJUNCT POSITION

- PED 659 Analysis of Sport Branding Strategies (1 section)
- PED 612 Sport Management Personnel and Program Evaluation (3 section)

**ADELPHI UNIVERSITY, COLLEGE OF EDUCATION, DEPARTMENT OF EXERCISE SCIENCE, HEALTH STUDIES, PHYSICAL EDUCATION, AND SPORT MANAGEMENT**

COURSES TAUGHT

- PED 275 Introduction to Sport Marketing (4 sections)
- SPM 638 Sports in American Culture\* (3 sections)
- SPM 644 Sport Economics\* (1 section)
- SPM 633 Sport Marketing\* (3 sections traditional, 1 section online)
- SPM 632 Introduction to Sports Management\* (3 sections)
- SPM 580 / PED 659 Sport Brand Management\* (2 section traditional 4 sections online)
- SPM 680 / PED 680 Research in Sport Management\* (1 section traditional, 1 section online)
- SPM 641 Social Foundations of Physical Education\* (3 sections)

**OHIO UNIVERSITY, COLLEGE OF BUSINESS, DEPARTMENT OF SPORTS ADMINISTRATION**

COURSES TAUGHT

- SASM 3120 Sport Governance and Ethics (5 sections)
- SASM 4000 Diversity and Sport (1 section)
- SASM 4180 Sport Economics (2 sections)

**UNIVERSITY OF WINDSOR, FACULTY OF HUMAN KINETICS, DEPARTMENT OF KINESIOLOGY**

COURSES TAUGHT

- KINE 250 Principles of Sport Management (1 section)
- KINE 350 Organizational Behaviour (4 sections)
- KINE 490 Sport Development (3 sections)
- KINE 562 Research Methods\* (3 sections)
- KINE 595 Policy and Practice in Sport Development\* (2 sections)

**WESTERN ILLINOIS UNIVERSITY, DEPARTMENT OF KINESIOLOGY**

COURSES TAUGHT

- KIN 555 Sport Marketing\* (1 section)
- KIN 548 Sociological and Ethical Issues in Sport\* (3 sections)
- KIN 547 Financial Issues in Sport\* (2 sections)
- KIN 545 Sport Facilities and Event Management\* (1 sections)

**THE UNIVERSITY OF TEXAS AT AUSTIN, DEPARTMENT OF KINESIOLOGY AND HEALTH**

COURSES TAUGHT

- KIN 357 Management of Sport and Health Promotion Programs (6 sections)
- KIN 354 Sport and Event Promotion (2 sections)
- KIN 353 Sport and Law (6 sections)
- KIN 316 The Structure and Organization of Sport Programs (2 sections)
- KIN 395 Legal Issues in Sport\* (3 sections)
- KIN 395 Facility Management\* (3 sections)
- KIN 325 Exercise Physiology (1 section)

**THE UNIVERSITY OF TEXAS AT AUSTIN, TEXAS EXECUTIVE EVENING MBA, MCCOMBS SCHOOL OF BUSINESS, AND ENGINEERING MANAGEMENT MEM, CENTER FOR LIFELONG ENGINEERING EDUCATION**

TEACHING ASSISTANT

The Art and Science of Negotiation (graduate class)

DUTIES

- Class administration and organization, grading, student advising, assistance with syllabus construction and development of assignment criteria. Courses designed for full time professionals who wish to obtain a Masters degree part-time.

**THE UNIVERSITY OF TEXAS AT AUSTIN, SCHOOL OF BIOLOGICAL SCIENCE**

TEACHING ASSISTANT AND LAB INSTRUCTOR

Human Physiology and Functional Anatomy

DUTIES

- Lab instruction, course evaluation and design, test administration, test design, grading and training teacher assistants. Commissioned to write a lab manual for teaching assistants to accompany students' lab manual. Acted as substitute lab director for one semester while the appointed lab director had a medical leave of absence. Required course for pre-nursing, pre-physiotherapy students.

**STUDENT SUPERVISION:**

2018 - current

Current Doctoral Student Advisor

Byron Juma (first year)

Jeff Farr (ABD: Co-advising with B. Chris Green)

Kelsey LeFevour (proposal writing: Co-advising with B. Chris Green)

John Kaczorowski (second year – Co-advisor with Jon Welty-Peachey)

Undergraduate:

Students Pursuing Applications, Research, and Knowledge (SPARK)

Kaushik Perkari (2019-2020)

Graduated

Edward Horne (graduated May 2019: Co-advising with B. Chris Green)

2015 Sana Mahmud

Committee member (Fulbright Scholar consummative project)

Sin Chagas en Ecuador: A Case Study of Sport and Healthy Living through an Education Abroad Initiative.

International Development graduate program

Ohio University

2014 James Anderson

Co-chair Masters student (thesis) with Vicky Paraschak

Hope and Strengths within Disabled Sailing: A Case Study of the Queens Quay Disabled Sailing Program

University of Windsor

Michael Hatten

Co-advisor Masters student (internship) with Sarah Woodruff-Atkinson

Steps to becoming a global brand: The foreign market. A case study of Under Armour Europe.

University of Windsor

2013 Jimmy El-Turk

Co-advisor Masters thesis with Vicky Paraschak

Legitimizing the Sport-Gambling Relationship: A Case Study of Bill C-290.

University of Windsor.

2011 Molly McKeogh – Western Illinois University

Graduate Independent Study: Development of a Strategic Plan for the Donna Phillips Memorial Fund.

Western Illinois University

2010 Phil Swain

Masters internship – University Interscholastic League.

The University of Texas at Austin.

Brian Smith

Masters internship – University of Texas Athletics.

The University of Texas at Austin.

Matt Ogle

Undergraduate internship – Hyatt Wild Oak Ranch.

The University of Texas at Austin.

Jay Willingham

Undergraduate internship – Academic and Student Services, University of Texas Athletics.

The University of Texas at Austin.

#### **GUEST LECTURER FOR:**

- Social Science of Human Movement (KIN 140) – Deviance in Sport. *University of Illinois, Apr, 2019*
- Orientation to Recreation, Sport and Tourism (RST 101) – Sport Management at the University of Illinois. *University of Illinois, Sept. 2018, Feb 2019, Sept. 2019, Feb 2020*
- Social Science of Human Movement (KIN 140) – Deviance in Sport. *University of Illinois, Nov. 2019*
- Orientation to Recreation, Sport and Tourism (RST 101) – Sport Management at the University of Illinois. *University of Illinois, Sept 2018*
- Social issues in Physical Education and Sport (0852-375) – PEDs in Sport. Issues and Controversies. *Adelphi University, Nov 2015; Mar 2016*
- Principles of Health and Physical Education (0852-100) – What is sport management? *Adelphi University, Nov 2015; Mar 2016; Nov 2016; Mar 2017; Nov 2017*
- International Development Studies (Graduate class) – Presentation “Sport and Development” – *Ohio University, 2014*
- International Sports Agents Organization (Ohio University student club) Presentation “Doping policy, the NFL and HGH” – *Ohio University, Nov. 2014*
- Sigma Alpha Sigma Mu (Sport Management fraternity) Presentation ‘Alternative careers in sport’ – *Ohio University, Sept. 2014*
- Introduction to Sociology – *Department of Sociology, Western Illinois University, 2011*
- Sport Public Relations and Sales (Graduate class) – *Sport Management, The University of Texas at Austin, 2007*
- Media and Public Relations in Sport – *Sport Management, The University of Texas at Austin, 2006, 2007*
- Intercultural Communication – *Communication Studies, The University of Texas at Austin, 2006*
- Health Communication – *Communication Studies, The University of Texas at Austin, 2005*
- International Health Campaigns – *Communication Studies, The University of Texas at Austin, 2005, 2007*
- Sport Public Relations and Sales (Graduate class) – *Sport Management, The University of Texas at Austin, 2010*

#### **PROFESSIONAL DEVELOPMENT**

- Addressing Racism, Adelphi University, ½ day workshop (2017, Sept)
- Diversity and Cultural Competence, Adelphi University, ½ day workshop (2017, Sept)
- Teaching Writing from the Core of Your Discipline, Adelphi University, 2-day workshop (2017, June)
- Educational Leadership Forum, University of Windsor, 2-day workshop, (2014, June)
- Tools and Techniques of Effective Mentoring, University of Windsor, 2-day workshop, (2013, July)
- Teaching Dossier Academy, University of Windsor, 5-day workshop, (2013, June)
- University Teaching Practicum, University of Windsor, full semester graduate class, (2013)
- Theory and Philosophy of University Teaching, University of Windsor, full semester graduate class, (2012)
- Authentic Assessment, University of Windsor, ½ semester graduate class, (2012)
- Lecturing and Presentation, University of Windsor, ½ semester graduate class, (2012)
- Course Design for Constructive Alignment, University of Windsor, full semester graduate class, (2012)
- Leading Effective Discussions, University of Windsor, ½ semester graduate class, (2012)
- Learning-Centred Teaching in Higher Education, University of Windsor, full semester graduate class, (2011)

### **SERVICE AND PROFESSIONAL ACTIVITIES**

#### **ADMINISTRATIVE, COMMITTEE SERVICE, ACADEMIC AND PROFESSIONAL SERVICE:**

**University of Illinois at Urbana-Champaign (2018 – present)**

**Department of Recreation, Sport and Tourism**



1. Undergraduate committee (2018 – 2021)
2. Grievance committee (2018 – 2021)
3. Event Management tenure track faculty search committee (2018-2019)
4. Open rank Sport Management tenure track faculty search committee (2019-2020)

**University of Illinois at Urbana-Champaign (2019 – present)**

**College of Applied Health Sciences**

1. Elections and Credentials Committee (2019 – 2021)

**Adelphi University (2015 – 2018)**

**University**

1. Community Dialogue task force – Conversations on Race

**College of Education**

1. Assessment, Standards and Policies Committee
2. Mission and Core Value creation working group

**Department of Exercise Science, Health Studies, Physical Education and Sport Management**

1. Interim Graduate Coordinator Fall 2017
2. Task force to examine non-certification degree in Physical Education
3. Coordinator MA in General Psychology, concentration in Sport Psychology. Joint venture with the Derner Institute of Advanced Psychological Studies.
4. Search Committee member (2016-17) Sport Management tenure track appointment
5. Teaching and Advisement committee

**Ohio University (2014 – 2015)**

**Department of Sports Administration, College of Business**

1. Department of Sports Administration Committee
2. College of Business Committee
3. International Committee Department of Sports Administration
4. Intellectual Contribution Committee
5. College of Business Faculty Learning Community

**University of Windsor (2011 – 2014)**

**Faculty of Human Kinetics**

1. Kinesiology Council
2. Human Kinetics Book Awards Committee, 2011 – 2012, 2013 - 2014
3. Co-op Committee, 2012 – 2013
4. Faculty Biographer 2013 – 2014
5. Equity Committee 2013 – 2014
6. International Program Task Force (Beijing Normal University ZhuHai) 2013
7. GATAcademy 2013 Workshop – Grading and Giving Meaningful Feedback – Workshops provided to all GAs and TAs at the University of Windsor
8. Richard Peddie Sport Symposium committee (2014)
9. Educational Leadership Forum participant (2014)

**Western Illinois University (2010 – 2011)**

**Department of Kinesiology**

1. Department Committee
2. Assessment Committee for Curriculum Review
3. Career advisor for graduate students
4. Faculty advisor for the Sport Management Club – a graduate student organization
5. Organizer for the Philips' Sport Day – a fundraising event for the Department
6. Developed website content and constructed program mission statement
7. Developing recruitment strategies for enrollment

**The University of Texas at Austin (2007 – 2010)**

**University committees and service**

1. University Co-op George H. Mitchell Excellence in Graduate Research Committee Member, 2003, 2004
2. Office of Graduate Studies, Undergraduate Mentor, 2003, 2004, 2005

3. Co-Vice President Sport and Entertainment Management Association, 2003 - 2004

**The University of Texas at Austin, Department of Kinesiology & Health Education**

1. Sport Management Committee, 2007 – 2010.
2. Board of Directors, Fitness Institute of Texas, 2007 – 2010
3. Undergraduate Admissions Committee, 2007 – 2010
4. Graduate Admissions Committee, 2007 – 2010
5. Supervising Undergraduate students’ internship 2009 – 2010
6. Supervising Graduate students’ internship 2008 – 2010
7. Advisor graduate students’ research projects 2009 - 2010

**University of Texas at Austin, Department of Biological Sciences**

1. Mentored teaching assistant to teach Human Physiology and Functional Anatomy, 2001 – 2007

**Editorial Board Member**

Sport & Entertainment Review	2014 – present
Journal of Global Sport Management	2015 – present
Case Studies in Sport Management	2019 – present
Frontiers in Sport and Active Living	2019 – present

**Guest Manuscript Reviewer**

Journal of Sport Management	2008 – 9, 2011 – 20
Sport Management Review	2004, 2007, 2013, 2014
Sport & Entertainment Review	2016
Journal of Intercollegiate Sport	2014
International Journal of Sport Management and Marketing	2010, 2011, 2012
Performance Enhancement and Health	2013, 2014, 2016, 2019-2020
Collected Essays on Teaching and Learning (CELT)	2013
International Journal of Sport Policy & Politics	2018
Substance Use and Misuse	2019
Sport, Exercise, and Performance Psychology	2020

**Grant Review Board**

2020	Social Science Target Research Grant Program World Anti-Doping Agency
2018	Social Science Target Research Grant Program World Anti-Doping Agency
2017	Social Science Target Research Grant Program World Anti-Doping Agency
2017	Social Science Research Grant Program World Anti-Doping Agency
2016	Advanced Olympic Research Grant Programme International Olympic Committee
2016	Social Science Target Research Grant Program World Anti-Doping Agency
2015	Social Science Research Grant Program World Anti-Doping Agency
2014	Social Science Research Grant Program World Anti-Doping Agency
2013	Social Science Research Grant Program World Anti-Doping Agency
2013	Centred on Learning Invocation Fund (CLIF grant), University of Windsor, Centre for Teaching and Learning

**Conference Presentation Reviewer**

2020	North American Society for Sport Management annual conference (Section head)
2016	North American Society for Sport Management annual conference
2010	North American Society for Sport Management annual conference

**MEMBERSHIPS AND AFFILIATIONS:**

North American Society for Sport Management, 2006, 2008 – present  
 The International Network of Doping Research 2016 – present  
 National Communication Association, 2004, 2005.  
 Human Enhancement Drugs Network 2020 – present  
 Clean Sport Alliance 2020 - present  
 International Society of the Study of Emerging Drugs 2020 – present  
 Anabolic Steroids UK Network 2020 - present

### COMMUNITY SERVICE:

- Marketing Consultant, Austin Wranglers Arena Football Team, Austin, TX, 2007, 2008.
- Marketing Consultant, Austin Toros D-League Basketball Team, Austin, TX, 2007, 2008.
- Marketing Consultant, Pure Austin Fitness, Austin, TX, 2007, 2008, 2009, 2010.
- Marketing Consultant, University of Texas Summer Sport School, Austin, TX, 2008.
- Marketing Consultant, Fitness Institute of Texas, Austin, TX, 2007.
- Marketing Consultant, University of Texas Volleyball, Austin, TX, 2007.
- Marketing Consultant, Trigger Point Therapy, Austin, TX, 2007.
- Marketing Consultant, Dance International, Austin, TX, 2010.
- Management Consultant, Pure Austin Fitness, Austin, TX, 2008, 2009, 2010.
- Management Consultant, King of Kombat, Austin, TX, 2010.
- Management Consultant, Its Bigger Than You (itsbiggerthanyou.org), Austin, TX, 2010 – 2011. Served on Board of Directors. Assisted in developing mission statement and marketing strategies.
- Management Consultant, Border City Brawlers Roller Derby Team, Windsor, ON, 2011.
- Management Consultant, Windsor Rugby Club, Windsor, ON, 2012.
- Management Consultant, Adrenaline Training Centre, London, ON, 2012

Outcomes from consultancy work include:

#### *Pure Austin Fitness Gym*

Developed market profile of customer demographics and service interests. Project resulted in a change in pricing structure, which led to an increase in revenue of approximately \$300,000 annually. Recommendations from this project also increased client retention and changed procurement policies of exercise equipment. Assessed service delivery at Pure Austin via a combination of mystery shopper activities and survey administration to customers. Results impacted service personnel training and evaluation.

#### *Austin Toros (NBDL team)*

Conducted city-wide assessment of the team's brand awareness and developed target market profile. Results from the project identified previously unknown, yet desirable target market, which the team subsequently targeted.

#### *King of Kombat (MMA promotion)*

Developed a comprehensive marketing and event management report. The report included recommendations for marketing strategies, recruitment, training, and retention of volunteers, and fight night management.

### PROFESSIONAL REPORTS AND PROJECTS (\* FUNDED RESEARCH)

#### 2006 **Sport Texas\***

- Developed a steroid education program including an educational video for the University Interscholastic League. Duties included conducting and analyzing data obtained from focus groups, storyline construction, framing of messages, selection and preparation of interview subjects and consulting content director.

#### 2006 **Youth InterACTIVE\***

- Assessed the effectiveness of Youth InterACTIVE – a Texas state sponsored health and fitness after school based program. The program is designed to increase parents' and children's knowledge of physical activity and nutrition and children's physical activity levels. Duties include school co-ordination, data collection, and analysis. Supervised approximately ten research assistants in the field. Member of team responsible for project reporting and publication.

#### 2004 **Event Feasibility Analysis for Knockout Entertainment**

- Performed focus groups and interviewed local stakeholders for a proposed charity event that was also designed to celebrate the local African-American community. Analyzed the event feasibility and projected impact on the community. Proposed an alternative event idea that was more favorably received by the local community.

2003 **Risk Management Audit performed for Body Business Health and Fitness Club.**

- Performed a risk management audit and provided recommendations to a local independent high-end gy.

2003 **Seton Hospital Out of the ER Project\***

- Provided recommendations to Seton Hospital on ways to reduce utilization of the ER particularly among parents using the ER for their children's healthcare. Project involved interviewing previous users of the ER, local healthcare professionals and conducting an analysis of healthcare options and obstacles.

**OTHER EVIDENCE OF MERIT OR RECOGNITION:**

Coca-Cola Synergy Group Fellowship: In conjunction with Seton Health Synergy Group and UT Graduate Intellectual Entrepreneurship program, 2002, 2004.

Nominated, Teaching Assistant Award – School of Biological Science, 2002 - 2004.

**PROFESSIONAL CERTIFICATIONS:**

- Certified Strength and Conditioning Specialist (National Strength & Conditioning Association), 2000.
- British Athletic Federation Athletics Club Coach, Level Two, 1996.
- British Athletic Federation Athletics Club Coach, Level One, 1996.
- Premier Fitness Instructor Training – Fitness Instruction and Gymnasium Management, 1994.
- Premier Fitness Instructor Training – Assessment, Treatment and Rehabilitation of Injuries in Exercise and Sport, 1994.
- International Institute of Sport Therapists- Sport Massage Certificate, 1994.

**SPORTING ACCOMPLISHMENTS:**

- Strength and Conditioning Coach to several World, Olympic, and National Champions and Record Holders.
- Two-Time British U23 Powerlifting Champion.
- Fourteen-Time British Record Breaker, Powerlifting U23, 75Kg and 82.5kg class.
- Best Lifter Award in Britain, 1992.
- Two-Time British Champion, Football (Northants Storm- England) – shortlisted for Britain National Team.