

CURRICULUM VITAE

JULES WOOLF PHD

Assistant Professor in Sport Management
 University of Illinois Urbana-Champaign
 Department of Recreation, Sport and Tourism; College of Applied Health Sciences
 Sport+Development Laboratory Director
 Center for Latin American and Caribbean Studies (CLACS)
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EDUCATION:

- 2007 Ph.D. Kinesiology (Sport Management)
 The University of Texas at Austin, USA
Advisor: B. Christine Green
 The effects of disgust eliciting persuasive messages on physical activity.
- 2001 M.Ed. Kinesiology (Exercise Physiology and Nutrition)
 The University of Texas at Austin, USA
Advisor: Edward F. Coyle
 A critical examination and evaluation NFL strength and conditioning training programs.
- 1996 B.Sc. (Hons) Sport Science (2:1)
 The University of Wolverhampton, England
Advisor: Gregory Whyte
 The effects of creatine supplementation on repeated bouts of 90 seconds of maximal exercise: a double-blind study.

CERTIFICATES:

- 2023 Mentoring Matters at Illinois certificate 2-day workshop. University of Illinois Urbana-Champaign.
- 2020 Mentoring Matters at Illinois certificate 2-day workshop. University of Illinois Urbana-Champaign.
- 2013 Theory and Practice of Scholarly Teaching. University Teaching Certificate (UTC) Program.
 Centre for Teaching and Learning, University of Windsor.
- 2013 Tools and Techniques for Effective Mentoring, 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).

AWARDS AND NOMINATIONS

- 2018 Research Fellow North American Society for Sport Management
- 2023 College of Applied Health Sciences Excellence in Online & Distance Teaching Award Winner
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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.
- 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.
- Successfully petitioned for the Journal of Sport Management to be listed as an elite journal by the College of Business

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.

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 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. Duties included conducting and analyzing focus group data, storyline construction, message 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 (Principle Investigator: Jan Todd)

- Worked on a \$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 the 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 the development of training protocols for women’s rowing and softball.
- 1996 – 1998 **Birmingham Bullets Basketball Team, England**
Personnel and Fitness Coordinator (Coach: Nick Nurse; GM/Owner: Harry Wrublewski)
- 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 management of sport and the development of human potential. The goal of my research is to advance our understanding of the ways in which sport can be a positive transformative experience that enables participants to develop their potential in a safe and healthy manner. Within this, I primarily explore the ways in which people can be influenced to use or abstain from the use of performance-enhancing drugs, substances, and methods. The outcome of my research has implications for sport policy and program design and implementation. As I am interested in the development of human potential, I also critically examine sport development policies and practices, while challenging the assumptions that pervade sport, so that sport can be better designed and placed to deliver on its promise as a true benefit to society.

GRANTS AND FUNDED PROJECTS

TOTAL: \$507,660 (16 funded [\$396,490], 3 approved for funding [\$111,171], 7 unfunded)

ACCEPTED AND FUNDED (\$396,490 TOTAL)

16. Boardley, I. D. (Principal Investigator), **Woolf, J.**, & Chen, S. (January 2022 – December 2024). Evaluating the Impact of the WADA International Standard for Education (ISE) at the Global and Anti-Doping Organisation (ADO) Levels. *World Anti-Doping Agency Social Science Research Grant*. \$149,000
15. Zhang, S. (Principal Investigator), Boardley, I. D., Liu, J., & **Woolf, J.** (January 2022 – December 2023). The ‘selves’ in doping: A multi-country study. *World Anti-Doping Agency Social Science Research Grant*. \$19,699
14. **Woolf, J.** (Principal Investigator), & Richards, K. A. (September 2022 – September 2023). Examining the effects of a youth-based sport for development program on socio-emotional learning and academic efficacy (Year 3). *CO+RE: The Community + Research Partnership Program, University of Illinois Urbana-Champaign*. \$50,000

13. **Woolf, J.** (Principal Investigator). (May 2022 – August 2022). Investigating doping influences and pain management strategies among athletes. *RST Small Grant Faculty Award, University of Illinois Urbana-Champaign*. \$5,225
12. **Woolf, J.** (Principal Investigator), Alleyne, R., Sutherland, S., Vargas, P., Griffith, A., & Shen, S. (March 2021 – November 2023). 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*. \$42,208
11. **Woolf, J.** (Principal Investigator). (September 2021 – September 2022). 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 Urbana-Champaign*. \$25,111
10. **Woolf, J.** (Principal Investigator), Boardley, I. D., & Kavussana, M. (June 2020 – June 2022). A collaborative investigation of licit and illicit approaches to performance enhancement in sport. *BiRimingham Illinois Partnership for Discovery, EnGagement, and Education (BRIDGE) Grant, University of Illinois Urbana-Champaign*. \$5,000
9. Welty Peachey, J. (Principal Investigator), Richards, K. A., & **Woolf, J.** (September 2021 – September 2022). Examining the effects of a youth-based sport for development program on socio-emotional learning and academic efficacy (Year 2). *CO+RE: The Community + Research Partnership Program, University of Illinois Urbana-Champaign*. \$30,000
8. Welty Peachey, J. (Principal Investigator), Richards, K. A., & **Woolf, J.** (September 2020 – September 2021). Examining the effects of a youth-based sport for development program on socio-emotional learning and academic efficacy (Year 1). *CO+RE: The Community + Research Partnership Program, University of Illinois Urbana-Champaign*. \$20,000
7. **Woolf, J.** (Principal Investigator). (September 2013 – September 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*. \$2,370
6. **Woolf, J.** (Principal Investigator), & Connor, J. (March 2013 – March 2014). Fighting and doping: an exploratory study on professional mixed martial artists’ attitudes towards performance enhancing substances. *Kinesiology Research Seed Grant, University of Windsor*. \$1,500
5. **Woolf, J.** (Principal Investigator), Newland, B., Berg, B., & Green, B. C. (September 2012 – August 2013). Managing sport development absent a formal governance structure: A case study of a mixed martial arts training centre. *Tri-Success Grant Program – Social Sciences and Humanities Research Council of Canada (SSHRC)*. \$5,000
4. Connor, J. (Principal Investigator), Mazanov, J., & **Woolf, J.** (March 2012 – March 2013). Death for performance: What would athletes trade-off for success? *World Anti-Doping Agency Social Science Research Grant*. \$17,000
3. **Woolf, J.** (Principal Investigator). (January 2011 – June 2012). "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*. \$16,159
2. Walker, M. (Principal Investigator), **Woolf, J.**, & Heere, B. (April 2010 - April 2011). Impact of Charity Sport Events on Physical Activity Behavior and Charitable Involvement. *American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) Research Consortium, Early Career Investigator*. \$7,468

1. Green, B. C. (Principal Investigator), & **Woolf, J.** (January 2005 – January 2006). 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*. \$750

GRANTS: ACCEPTED AND UNFUNDED DUE TO BUDGET CONSTRAINTS (\$111,171 TOTAL)

3. **Woolf, J.** (Principal Investigator), & Farr, J. (2019-2020). Understanding the relationship between youth sport and family functioning. *North American Society for Sport Management Doctoral Research Grant*. Declared fundable but unfunded. \$2,310
2. **Woolf, J.** (Principal Investigator), Newland, B., Berg, B., & Green, B. C. (2013-2014). Managing the development of emergent sports: Lessons from mixed martial arts. *Social Sciences and Humanities Research Council of Canada Insight Development Grant (SSHRC)*. 4A rating: Accepted for Funding. \$45,767
1. **Woolf, J.** (Principal Investigator), Newland, B., Berg, B., & Green, B. C. (2012-2013). Managing sport development absent a formal governance structure: Lessons from Mixed Martial Arts. *Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant*. 4A rating: Accepted for Funding. \$63,094

GRANTS: UNFUNDED

7. **Woolf, J.** (Principal Investigator), Welty Peachey, J., Ray, J., & Hammaker, C. (2020-2021). Identifying sport program preferences of military veterans with physical disabilities: A conjoint analysis study. *UIUC Military Service Knowledge Collaborative Seed Funding Program*. \$14,054
6. **Woolf, J.** (Principal Investigator), Bigsby, E., Sutherland, S., Vargas, P., Shen, S., & McCann, K. D. (2019-2020). 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*. \$73,362
5. **Woolf, J.** (Principal Investigator), Ballouli, K., & Heere, B. (2017-2018). Doping as a community of practice: insights into learning, meaning, and identity from professional baseball players. *World Anti-Doping Agency Social Science Research Grant*. \$16,754
4. **Woolf, J.** (Principal Investigator), Ballouli, K., & Heere, B. (2017-2018). Doping as a community of practice: insights into learning, meaning, and identity from professional baseball players. *North American Society for Sport Management Research Grant*. \$2,318
3. **Woolf, J.** (Principal Investigator), & Connor, J. (2012-2013). 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*. \$20,627
2. **Woolf, J.** (Principal Investigator). (2011-2012). 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*. \$2,145
1. **Woolf, J.** (Principal Investigator). (2010-2011). The “Athlete Capacity Problem” within the Ultimate Fighting Championships: Self-management strategies employed by elite fight teams. *University Research Council, Western Illinois University*. \$4,974

PUBLICATIONS:

PEER-REVIEWED JOURNAL ARTICLES UNDER REVIEW (AS OF APRIL 2024)

1. Janarthanan, R., **Woolf, J.**, Bloodworth, A., & Petróczi, A. (under 2nd review; major revisions) *Sport Management Review*.
2. **Woolf, J.**, Juma, B. O., Sutherland, S., & Griffiths, A. (1st review). *European Sport Management Quarterly*.

3. **Woolf, J.**, Zoob Carter, B., Juma, B. O., Ruwuya, J., Boardley, I. D., & Kavussanu, M. (1st review). *Sport Management Review*
4. **Woolf, J.**, Zoob Carter, B., Juma, B. O., Ruwuya, J., Kavussanu, M., Boardley, I. D. (1st review). *Performance Enhancement & Health*.
5. Strittmater, G., Simms, J., Trad, A., **Woolf, J.**, & Richards, K. A. (1st review). *Journal of Physical Education, Recreation, and Dance*.
6. Simms, J., Liechty, T., Swanson, S., **Woolf, J.**, Trad, A. M., & Richards, K. A. (1st review). *Journal of Sport Management*.

PEER-REVIEWED JOURNAL ARTICLES

25. Simms., J., Trad, A. M., Richards, K. A., & **Woolf, J.** (2024). Examining Strategies for Undergraduate Student Volunteer Engagement and Management in a Community-Based Sport-for-Development Program. *Recreation Sports Journal*, 15588661241236407.
24. Simms, J., Trad, A. M., **Woolf, J.**, & Richards K. A. (2023). Volunteering in an After School Program as a Socialization, Social and Emotional Learning Experience for College Students. *Quest*, 1-17. <https://doi.org/10.1080/00336297.2023.2276470>
23. Ruwuya, J., Juma, B. O., & **Woolf, J.** (2022). Challenges associated with implementing anti-doping policy and programs in Africa. *Frontiers in Sports and Active Living-Sports Management, Marketing, and Economics*, 4, 966559.
22. Juma, B. O., **Woolf, J.**, & Bloodworth, A. (2022). The Challenges of Anti-Doping Education Implementation in Kenya: Perspectives from Athletes and Anti-Doping Educators. *Performance Enhancement and Health*, 10(3), 100228.
21. **Woolf, J.**, Lee, W., Sato, M., & Welty Peachey, J. (2022). Disasters and Catastrophes: The Impact on People with Disabilities' Leisure-time Physical Activity Participation and Associative Mental Health and Well-Being. *Leisure Studies*, 1-12.
20. **Woolf, J.**, Chen, G., Haugen, M., & Welty Peachey, J. (2022). Role Conflict of Chinese Student-Athletes: Distinct Challenges they Face and Implications for Collegiate Sport Administrators. *Journal of Global Sport Management*, 1-19.
19. **Woolf, J.**, Yoon, H., & Perkari, K. (2021). Fighting and doping: Professional mixed martial artists' knowledge, rationalization, and experiences of performance enhancing substances and supplements. *Performance Enhancement & Health*, 9(1), 100190.
18. **Woolf, J.** (2020). An examination of anti-doping education initiatives from an educational perspective: Insights and recommendations for improved educational design. *Performance Enhancement & Health*, 8(2-3), 100178.
17. Horne, E., **Woolf, J.**, & Green, B. C. (2020). Relationship dynamics between parents and coaches: are they failing young athletes? *Managing Sport and Leisure*, 1-17.
16. **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.
15. **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
14. **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).

13. **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
12. 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
11. **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
10. **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
9. **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
8. **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
7. **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
6. **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
5. **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
4. **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
3. 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
2. 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
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: BOOK CHAPTERS

5. Juma, B. O. & **Woolf, J.** (in press). Doping. In P. M. Pedersen (Ed.) *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing Ltd.
4. Ruwuya, J. & **Woolf, J.** (in press). Anti-Doping Policies. In P. M. Pedersen (Ed.) *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing Ltd.
3. Janarthanan, R. & **Woolf, J.** (in press). Anti-Doping Agencies. In P. M. Pedersen (Ed.) *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing Ltd.
2. Juma, B. O. & **Woolf, J.** (2021). Doping. In P. M. Pedersen (Ed.) *Encyclopedia of sport management* (pp. 150-152). Edward Elgar Publishing Ltd.
1. **Woolf, J.** (2017). Drugs in Sport. In N. Schlenker, & S. Frawley (Eds). *Critical issues in global sport management* (pp. 77-92). New York: Routledge.

PUBLICATIONS: OTHER

4. Zhang, S., Boardley, I. D., Liu, J., & **Woolf, J.** (2024). *The 'selves' in doping: A multi-country study*. Report to the World Anti-Doping Agency, 79 pages (research report to external sponsor).
3. **Woolf, J.** (2012, January). *Roller Derby: A 360^o Perspective*. Report from a Research Symposium. Professional report shared with roller derby practitioners as part of a knowledge mobilization initiative.
2. **Woolf, J.** (2007). *The effects of disgust eliciting persuasive message on physical activity*. Doctoral dissertation. The University of Texas at Austin, Austin, TX, USA. Dissertation Abstracts International, 1, 250. (UMI No. 3268396).
1. Draper, N. & **Woolf, J.** (1996). A strength and sprint training program for pre-elite wheelchair athletes. *Peak Performance*, 75, 2-7.

PEER-REVIEWED PRESENTATIONS: (69 TOTAL)

69. **Woolf, J.**, Heyes, A., Chandler, M., Chen, S., & Boardley, I. D. (2024, May 29 – June 1). *A process evaluation of the implementation of the World Anti-Doping Agency's International Standard for Education (ISE): Insights for updating the ISE* [Paper presentation]. 2024 North American Society for Sport Management conference, Minneapolis, MN, USA.
68. Juma, B. O., & **Woolf, J.** (2024, May 29 – June 1). *Unintended consequences of anti-doping sanctions: Insights from sanctioned Kenyan runners and implications for administration and management of anti-doping programs* [Paper presentation]. 2024 North American Society for Sport Management conference, Minneapolis, MN, USA.
67. Ruwuya, J., Janarthanan, R., & **Woolf, J.** (2024, May 29 – June 1). *The threat of anti-doping policy non-compliance: The case of South Africa* [Paper presentation]. 2024 North American Society for Sport Management conference, Minneapolis, MN, USA.
66. Simms, J., Liechty, T., **Woolf, J.**, Trad, A. M., & Richards, K. A. (2024, May 29 – June 1). *The leader at my side: How intercollegiate student-athletes perceive leadership* [Paper presentation]. 2024 North American Society for Sport Management conference, Minneapolis, MN, USA.
65. Simms, J., Liechty, T., **Woolf, J.**, Trad, A. M., & Richards, K. A., (2024, May 29 – June 1). *The development of student-athlete conceptualizations of Leadership* [Paper presentation]. 2024 North American Society for Sport Management conference, Minneapolis, MN, USA.
64. Richards, K. A., Trad, A., Simms, J., & **Woolf, J.** (2024, April 11 – 14). *College student socialization and social and emotional learning in an after-school program* [Paper presentation]. American Educational Research Association annual meeting, Philadelphia, PA, USA.
63. **Woolf, J.**, Sutherland, S., Griffith, A., & Juma, B. O. (2024, February 27 – 29). *Elite Barbadian adolescent athletes' conversations on performance-enhancing drugs and the implications for anti-doping interventions* [Poster presentation]. World Anti-Doping Agency Global Education Conference 2024, Cannes, France.
62. Zhang, S., **Woolf, J.**, Jingdong, L., & Boardley, I. D. (2024, February 27 – 29). *Resilient coping alleviates risk associated with sport fantasy and deflated reality in doping* [Poster presentation]. World Anti-Doping Agency Global Education Conference 2024, Cannes, France.
61. Juma, B. O., & **Woolf, J.** (2024, February 4 – 7). *The impacts of doping sanctions on athletes: The need for institutional support and continued research* [Paper presentation]. Play the Game 2024 Conference, Trondheim, Norway.
60. Richards, K. A., Trad, A. M., Simms, J., Welty Peachey, J., & **Woolf, J.** (2023, July 4 – 7). *Social and emotional learning of multi-semester volunteers in a co-curricular, physical activity-based service-learning program* [Paper presentation]. International Association of Physical Education in Higher Education Conference, Santiago, Chile.

59. Janarthanan, R., **Woolf, J.**, Bloodworth, A., & Petroczi, A. (2023, May 31 – June 3). *Environment as a vulnerability factor for doping: A qualitative examination of Indian athletes' barriers to clean sport* [Paper presentation]. 2023 North American Society for Sport Management conference, Montreal, Canada.
58. Juma, B. O., Ruwuya, J., **Woolf, J.** (2023, May 31 – June 3). *Leveraging Coaches to Promote Anti-Doping Education among Athletes: Recommendations for Compliance with the World Anti-Doping Code* [Paper presentation]. 2023 North American Society for Sport Management conference, Montreal, Canada.
57. Janarthanan, R., & **Woolf, J.** (2023, March 18 – 19). *Retaliatory Cheating. Records and Intergenerational Fairness* [Paper presentation]. Center for Sociocultural Sport and Olympic Research 4th annual conference, Fullerton, CA, USA.
56. Juma, B. O., Ruwuya, J., & **Woolf, J.** (2023, February 22 – 24). *Overcoming challenges to implement anti-doping policy and programs in Africa: Recommendations for action* [Paper presentation]. Applied Sport Management Association conference, Birmingham, AL, USA.
55. Ruwuya, J., **Woolf, J.**, & McNamme, M. (2022, May 31 – June 4). *Sport Policy, Integrity, and African Sport: A comparative review of Zimbabwe and South Africa sport integrity arrangements* [Paper presentation]. 2022 North American Society for Sport Management conference, Atlanta, GA, USA.
54. Juma, B. O., Chung, W., Hyunseo, V., & **Woolf, J.** (2022, May 31 – June 4). *Managing doping practice: How Korean bodybuilders engage in doping as a community of practice* [Paper presentation]. 2022 North American Society for Sport Management conference, Atlanta, GA, USA.
53. Hong, S., Trad, A., Simms, J., Welty Peachey, J., **Woolf, J.**, & Richards, K. A. (2022, May 18 – 21). *Developing a College Student-Led Program from Scratch: Challenges, Successes, and Lessons Learned Implementing Sport-for-Development Theory in Practice* [Paper presentation]. 18th International Congress of Qualitative Inquiry, Urbana-Champaign, USA. <https://icqi.org/wp-content/uploads/2022/04/QI2022-Preliminary-Program-041221.pdf>
52. Juma, B. O., Bloodworth, A., & **Woolf, J.** (2021, June 3 – 5). *Kenyan Athletes' Experiences with Anti-Doping Education and the Challenges of WADA Code Implementation* [Paper presentation]. 2021 North American Society for Sport Management virtual conference.
51. Farr, J., Green, B. C., & **Woolf, J.** (2021, June 3 – 5). *Understanding the Relationship between Youth Sport Participation and Family Resilience* [Paper presentation]. 2021 North American Society for Sport Management virtual conference.
50. **Woolf, J.**, Yoon, H., & Perkari, K. (2020, May 19 – 22). *Drawing the Lines on Performance Enhancement in Sport: How Professional Fighters Conceptualize the Boundaries of Acceptable Drug Use* [Paper presentation]. 16th International Congress of Qualitative Inquiry, Urbana-Champaign, USA. <https://icqi.org/wp-content/uploads/2020/02/QI2020-First-Preliminary-Program.pdf> (Conference canceled)
49. **Woolf, J.** (2020, May 28 – 30). *The World Anti-Doping Agency's (re)-commitment to Anti-doping Education: A major development or just another exercise in compliance?* [Paper presentation]. 2020 North American Society for Sport Management virtual conference, San Diego, CA, USA.
48. McCann, K., Farr, J., Kaczorowski, J., LeFevour, K., & **Woolf, J.** (2020, May 28 – 30). *Bridging the Gap: A Workshop on Knowledge Mobilization Strategies for Youth Sport Development Research* [Paper presentation]. 2020 North American Society for Sport Management virtual conference, San Diego, CA, USA.
47. Hill, P., Welty Peachey, J., & **Woolf, J.** (2020, February 11 – 14). *Challenges of Interdisciplinarity: Graduate Students' Perspectives* [Paper presentation]. The Academy of Leisure Sciences annual conference, Urbana-Champaign, IL, USA.
46. Chen, G., **Woolf, J.**, Welty Peachey, J., Kaczorowski, J., Lee, M., Brooks, C., & Strauser, J. (2020, February 11 – 14). *The Irony of Studying Leisure Without Leisure Time: An Interactive Delphi Study Workshop* [Paper presentation]. The Academy of Leisure Sciences annual conference, Urbana-Champaign, IL, USA.

45. **Woolf, J.**, & Welty Peachey, J. (2019, May 29 – June 1). *Developing servant leaders: why reliance on a community of practice may be problematic* [Paper presentation]. 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
44. Horne, E., & **Woolf, J.** (2019, May 29 – June 1). *Balancing the needs of key stakeholders in youth sport* [Poster presentation]. 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
43. Chen, G., Jang, I., **Woolf, J.**, & Welty Peachey, J. (2019, May 29 – June 1). *Role conflict of international student-athletes: The distinct challenges they face and the implications for collegiate administrators* [Poster presentation]. 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
42. Hill, P., Welty Peachey, J., & **Woolf, J.** (2019, May 29 – June 1). *An urban perspective on the challenges of sport for development* [Poster presentation]. 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
41. LeFervour, K., Farr, J., **Woolf, J.**, & Green, B. C. (2019, May 29 – June 1). *Developing wheelchair basketball: Necessary elements for training coaches* [Poster presentation]. 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
40. Chung, M., Choi, W., Hill, P., **Woolf, J.**, & Welty Peachey, J. (2019, May 29 – June 1). *Low Pay, Poor Play; What motivates referees of adult community sport leagues* [Paper presentation] 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
39. Kaczorowski, J., Greenberg, M., LeFevour, K., **Woolf, J.**, & Welty Peachey, J. (2019, May 29 – June 1). *The effect of athletic identity on the usage of athletic department support services and career transition readiness* [Paper presentation]. 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
38. Horne, E., Slotcavage, T., Haugen, M., Welty Peachey, J., & **Woolf, J.** (2019, May 29 – June 1). *Commitment and advancement of professional athletes: All or nothing?* [Paper presentation]. 2019 North American Society for Sport Management conference, New Orleans, LA, USA.
37. **Woolf, J.**, Ballouli, K., & Heere, B. (2018, June 5 – 9). *Learning to dope: Accounts from professional baseball players* [Paper presentation]. 2018 North American Society for Sport Management conference, Halifax, Canada.
36. **Woolf, J.**, Ballouli, K., & Heere, B. (2017, August 24 – 26). *Examining doping from a community of practice perspective: insights into learning, meaning and identity* [Paper presentation]. International Network of Doping Research 2017 Conference, Aarhus, Denmark.
35. **Woolf, J.**, & Dixon, J. (2017, May 31 - June 3). *Using simulations as teaching tools in Sport Management courses* [Poster presentation]. 2017 North American Society for Sport Management annual conference, Denver, CO, USA.
34. Mazanov, J., & **Woolf, J.** (2016, June 1 – 4). *Corporate social responsibility and managing drugs in sport* [Paper presentation]. European Academy of Management 2016 conference, Paris, France.
33. **Woolf, J.**, & Lawrence, H. (2016, May 31 - June 4). *Building on Community through the use of sporting events: The case of the CrossFit Open* [Paper presentation]. 2016 North American Society for Sport Management annual conference, Orlando, FL, USA.
32. Anderson, J., **Woolf, J.**, & Dixon, J. C. (2015, May 13 – 15). *Beg, borrow, and steal: Creating simulations and case studies in a vacuum* [Poster presentation]. Ninth annual International Conference on Teaching and Learning. Windsor, Canada.
31. **Woolf, J.**, Walker, M., & Goldsmith, A. (2014, November 19 – 21). *The fallacy of the 'Hollywood Effect': How USA Archery leveraged popular cultural events into increased archery participation* [Paper presentation]. 18th annual Sport, Entertainment, and Venues Tomorrow conference, Columbia, SC, USA.
30. **Woolf, J.**, Berg, B., Newland, B., & Green, B. C. (2014, November 26). *Emergent sports governance:*

- Lessons from mixed martial arts* [Paper presentation]. 20th Anniversary Sport Management Association of Australia & New Zealand conference, Melbourne, Australia.
29. El-Turk, J., Paraschak, V., & **Woolf, J.** (2014, May 31 – June 3). *Social construction of the sport-gambling relationship: A case study of Bill C-290* [Paper presentation]. 2014 North American Society for Sport Management conference, Pittsburg, PA, USA.
 28. Hatten, M., Murray, J., Ali, S., & **Woolf, J.** (2014, May 31 – June 3). *Exploring collegiate football players' knowledge of, and attitudes towards concussions: Implications for the design of educational interventions* [Poster presentation]. 2014 North American Society for Sport Management conference, Pittsburg, PA, USA.
 27. Anderson, J., Bulmer, B., Lightfoot, S., Richardson, D., & **Woolf, J.** (2014, May 31 – June 3). *Managing sport to reduce acculturation stress among international students and promote intercultural education* [Poster presentation]. 2014 North American Society for Sport Management conference, Pittsburg, PA, USA.
 26. **Woolf, J.**, & Conner, J. (2013, August 15 – 16). *What do we (really) know about doping in emergent sports? Exploring the phenomenon of mixed martial arts* [Paper presentation]. International Network of Humanistic Doping Research Conference, Aarhus, Denmark.
 25. **Woolf, J.** (2013, June 19 – 22). *Integrating research skills training into non-research method courses* [Paper presentation]. 2013 Society for Teaching and Learning in Higher Education (STLHE) annual conference. Cape Breton, Canada.
 24. **Woolf, J.**, Rimal, R., & Sripad, P. (2013, June 17 – 21). *Understanding High School Athletes' Use of Androgenic Anabolic Steroids: The Role of Source Proximity in the Theory of Normative Social Behavior* [Paper presentation]. International Communication Association 63rd annual conference, London, England.
 23. **Woolf, J.**, Connor, J., & Mazanov, J. (2013, May 28 – June 1). *Assessing the relevance of the 'Goldman Dilemma' in contemporary sport* [Poster presentation]. 2013 North American Society for Sport Management conference, Austin, TX, USA.
 22. **Woolf, J.**, Rimal, R., & Sripad, P. (2013, May 28 – June 1). *"If everyone is using, shouldn't I?": Investigating the influence of social norms on high school athletes' intentions to use anabolic androgenic steroids* [Paper presentation]. 2013 North American Society for Sport Management conference, Austin, TX, USA.
 21. **Woolf, J.**, McLaughlin, B., Farias, A., Archer-Kuhn, B., Prendi, L., & Boulos, P. (2013, May 1 – 2). *The faculty of the future: the role of faculty learning communities in developing scholarly teachers* [Paper presentation]. Seventh annual International Conference on Teaching and Learning. Windsor, Canada.
 20. Ali, A., Brooks, M., DiBiase, A., Wasser, K., & **Woolf, J.** (2013, May 28 – June 1). *Kick, punch, grapple: Exploring women's motivations for mixed martial arts participation* [Poster presentation]. 2013 North American Society for Sport Management conference, Austin, TX, USA.
 19. El-Turk, J., Bakos, A., Ayotte, M. & **Woolf, J.** (2013, May 28 – June 1y). *The impact of the legalization of mixed martial arts on a Canadian border city: a Delphi study* [Poster presentation] 2013 North American Society for Sport Management conference, Austin, TX, USA.
 18. Zhou, J., & **Woolf, J.** (2013, May 28 – June 1). *Answering the "call to Brawl": Developing recruitment and retention strategies for roller derby* [Poster presentation]. 2013 North American Society for Sport Management conference, Austin, TX, USA.
 17. **Woolf, J.** (2012, May 9 – 10). *Get your skates on! Rolling research and teaching together utilizing an Inquiry-based Learning strategy* [Paper presentation]. Sixth annual International Conference on Teaching and Learning. Rochester, MI, USA.
 16. Krawec, K., Flaxey, I., Roney, M., Zhou, J., & **Woolf, J.** (2012, February 4). *A profile of Canadian roller derby athletes and their perceptions of risk* [Paper presentation]. Macintosh Sociology of Sport Day Conference. Kingston, ON, Canada.

15. Bruce, J., Naraine, M. L., Morrison, A., Tovell, B. M., & **Woolf, J.** (2012, February 4). *Makeup and muscles: negotiating gender identity in roller derby* [Paper presentation]. Macintosh Sociology of Sport Conference. Kingston, ON, Canada.
14. **Woolf, J.**, Heere, B., & Walker, M. (2011, October 26 – 28). *Charity Sport Events as “Brandfests” : Developing Brand Community* [Paper presentation]. 2011 Sport Marketing Association annual conference. Houston, TX, USA.
13. Walker, M., **Woolf, J.**, & Heere, B. (2011, March 15 – 19). *RC grant findings: The impact of charity sport participation on physical activity behavior* [Paper presentation]. American Alliance for Health, Physical Education, Recreation, & Dance national convention. San Diego, CA, USA.
12. **Woolf, J.** (2010, November 10 – 12). *Shame and Disgust: A content analysis of the "Don't be an Asterisk" campaign* [Paper presentation]. Doping Conference, University of Copenhagen Research Unit in Doping in Sport, Copenhagen, Denmark.
11. Swain, P. & **Woolf, J.** (2010, June 1 – 5). *Experts’ opinions on anabolic androgenic steroid policy design for high school sports. Results from a Delphi study*, [Paper presentation]. 2010 North American Society for Sport Management conference, Tampa, FL, USA.
10. Li, L., **Woolf, J.**, & Heere, B. (2010, June 1 – 5). *A doping and anti-doping game: The rational choices of cheater and catcher under asymmetric information*, [Poster presentation]. 2010 North American Society for Sport Management conference, Tampa, FL, USA.
9. **Woolf, J.** (2009, May 27 – 30). *High school baseball players' attitudes, opinions, and knowledge of anabolic steroids: Guidelines for the development of an anabolic steroid intervention program*, [Paper presentation]. 2009 North American Society for Sport Management conference, Columbia, SC, USA.
8. **Woolf, J.** (2009, May 27 – 30). *Local residents' perceptions of an arena football team: Effects of moving up to the premier league, or down to the minor league* [Paper presentation]. 2009 North American Society for Sport Management conference, Columbia, SC, USA..
7. **Woolf, J.** (2008, April 8 – 12). *Fear negatively impacts message encoding of a health promotion message*, [Paper presentation]. American Alliance for Health, Physical Education, Recreation and Dance national convention Research Consortium, Fort Worth, TX, USA.
6. **Woolf, J.** (2008, April 8 – 12). *The effects of disgust eliciting persuasive messages on physical activity*, [Paper presentation]. American Alliance for Health, Physical Education, Recreation and Dance national convention Research Consortium, Fort Worth, TX, USA.
5. **Woolf, J.** (2008, April 8 – 12). *Transition in doping. Sport History, Philosophy, and Forum* [Paper presentation]. American Alliance for Health, Physical Education, Recreation and Dance National Convention, Fort Worth, TX, USA.
4. Moore, J. L., **Woolf, J.**, & Oeklers, C. (2004, November 17 - 21). *Function-matching and social influence: Protecting the health of Hispanic adolescents with self-expressive messages* [Paper presentation]. Annual Conference of the National Communication Association, Chicago, IL, USA.
3. **Woolf, J.**, & Green B. C. (2002, May 30 – June 2). *Fitness testing as an augmentation to sport and fitness services* [Paper presentation]. 2002 North American Society for Sport Management conference, Canmore, Alberta, Canada.
2. **Woolf, J.** (1996, May 15 – 16). *The effects of oral creatine supplementation on 90 seconds of maximal cycling* [Paper presentation]. British Association of Sport and Exercise Science Student Conference 1996, Wolverhampton, England.
1. **Woolf, J.** (1996, May 15 – 16). *A case study investigating the development and implementation of a training protocol for pre-elite wheelchair athletes* [Poster presentation]. British Association of Sport and Exercise Science Student Conference 1996, Wolverhampton, England.

DISTINGUISH INVITED SPEAKER (10 TOTAL):

10. **Woolf, J.** (2024, February 29). *Partnerships* (Invited presentation]. World Anti-Doping Agency Global Education Conference 2024, Cannes, France.
9. **Woolf, J.** (2022, May 5). *Performance and Health: What are athletes willing to sacrifice?* [Invited presentation]. Canterbury Chris Church University, Canterbury, England.
8. **Woolf, J.** (2021, November 3). *Exploring the role of social norms and adolescent athletes' susceptibility to use sport supplements and performance enhancing substances* [Invited presentation]. University of Birmingham, Edgbaston, Birmingham, England.
7. **Woolf, J.** (2020, May 13). *Research – Impacts and Measurements Panel* [Invited panelist]. Adapt2Achieve Leadership Conference. Disabled Sports USA. Colorado Springs, CO, USA.
6. **Woolf, J.** (2019, April 26). *Faculty Perspective* [Invited panelist]. Illinois Esports Summit 2019. University of Illinois at Urbana-Champaign, Champaign, IL, USA..
5. **Woolf, J.** (2011, July). *The Tour of Qinghai Lake: Leveraging the event as a “Brandfest” and tourism destination.* Qinghai Sports Bureau, Xining, China
4. **Woolf, J.** (2008, November). *Managing bodies: The role of sport managers in the training of athletes* [Invited presentation]. International Sport Symposium. Korea National Sport University, Seoul, Korea.
3. **Woolf, J.** (2008, November). *Development of communication strategies to prevent steroid abuse among high school athletes* [Invited presentation]. International Sport Symposium. Korea National Sport University, Seoul, Korea.
2. **Woolf, J.** (2008, April). *Steroid use in sports: Interdisciplinary approaches for ongoing problems* [Invited presentation]. McCraw Lecture series, University of Texas at Austin, Austin, TX, USA.
1. Green, B. C., & **Woolf, J.** (2007, October). *Understanding the effects of emotional appeals on health promotions: Can fear and disgust promote physical activity?* [Invited presentation]. Isenberg School of Business Lecture series, University of Massachusetts, Amherst, MA, USA.

TEACHING

I consider myself a scholarly teacher and my teaching practice is informed by evidence-based pedagogical principles. I continually work on my teaching development and practices through self-directed reading and frequent attendance at University Teaching Development Workshops. Below is a summary of the course I have developed and taught (graduate level courses identified with *), the number of times taught, and the mode (In Person [IP], Online [OL], Hybrid [H]), and the students I have advised. I list Professional Development activities relevant to teaching. My Teaching Philosophy and Practices, and my Mentoring Philosophy and Practices, are available upon request.

TEACHING EXPERIENCE

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

- RST 301: Sport Brand Management [5 IP; 1 OL; 1 H]
- RST 410: Strategic Thinking in Recreation, Sport and Tourism [5 IP]
- RST 515: Marketing in Recreation, Sport and Tourism* [1 OL]
- RST 519/594: Strategic Management in Recreation, Sport and Tourism * [3 IP; 5 OL]

ADELPHI UNIVERSITY, COLLEGE OF EDUCATION AND HEALTH SCIENCE, DEPARTMENT OF HEALTH AND SPORT SCIENCE

- PED 275 Introduction to Sport Marketing [4 IP]
- SPM 580 / PED 659 Sport Brand Management* [2 IP, 4 OL]
- PED 612 Sport Management Personnel and Program Evaluation [7 OL]

- SPM 632 Introduction to Sports Management* [3 IP]
- SPM 633 Sport Marketing* [3 IP, 1 OL]
- SPM 638 Sports in American Culture* [3 IP]
- SPM 641 Social Foundations of Physical Education* [3 IP]
- SPM 644 Sport Economics* [1 IP]
- PED 659 Analysis of Sport Branding Strategies [1 OL]
- SPM 680 / PED 680 Research in Sport Management* [1 IP, 1 OL]

OHIO UNIVERSITY, COLLEGE OF BUSINESS, DEPARTMENT OF SPORTS ADMINISTRATION

- SASM 3120 Sport Governance and Ethics [5 IP]
- SASM 4000 Diversity and Sport [1 IP]
- SASM 4180 Sport Economics [2 IP]

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

- KINE 250 Principles of Sport Management [1 IP]
- KINE 350 Organizational Behaviour [4 IP]
- KINE 490 Sport Development [3 IP]
- KINE 562 Research Methods* [3 IP]
- KINE 595 Policy and Practice in Sport Development* [2 IP]

WESTERN ILLINOIS UNIVERSITY, DEPARTMENT OF KINESIOLOGY

- KIN 555 Sport Marketing* [1 IP]
- KIN 548 Sociological and Ethical Issues in Sport* [3 IP]
- KIN 547 Financial Issues in Sport* [2 IP]
- KIN 545 Sport Facilities and Event Management* [1 IP]

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

- KIN 325 Exercise Physiology [1 IP]
- KIN 357 Management of Sport and Health Promotion Programs [6 IP]
- KIN 354 Sport and Event Promotion [2 IP]
- KIN 353 Sport and Law [6 IP]
- KIN 316 The Structure and Organization of Sport Programs [2 IP]
- KIN 395 Legal Issues in Sport* [3 IP]
- KIN 395 Facility Management* [3 IP]

TEACHING ASSISTANTSHIP EXPERIENCE

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

- MAN 383.20 The Art and Science of Negotiation*
- ENG 380.20 The Art and Science of Negotiation*

THE UNIVERSITY OF TEXAS AT AUSTIN, SCHOOL OF BIOLOGICAL SCIENCE

- BIO 309 The Human Body
- BIO 416K Human Physiology and Functional Anatomy (Lead TA/Instructor)
- Lab Director

STUDENT SUPERVISION:

DOCTORAL ADVISOR

4. Rekha Janarthanan, Ph.D. student, 2022 – present, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism, Chairperson, Director of Research.
3. Jonathan Ruwuya, Ph.D. student, 2021 – present, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism, Chairperson, Director of Research.
2. Byron Juma, Ph.D. candidate (ABD), 2020 – present, *Kenyan Athletes' Experiences with Anti-Doping Rule Violations*, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism, Chairperson, Director of Research.
1. Jeff Farr, Ph.D., 2021, *Understanding how Family Structure and Context Influence a Family's Resilience, Youth Sport Involvement, Stress and Well-Being*, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism, co-chair, now an Assistant Professor at the University of Alabama.

DOCTORAL COMMITTEE MEMBERSHIP

1. Edward Horne, Ph.D., 2019, *The Co-Creation of Athlete Development: A Conjoint Analysis of Parents' and Coaches' Preference for Effective Athlete Development*, University of Illinois Urbana-Champaign, now an Assistant Professor at the University of New Mexico.

DOCTORAL EXTERNAL EXAMINER

1. Anthony Sehlobo Faros, Ph.D. candidate, 2023-2024, *Enhancing anti-doping pedagogies of Botswana public school sport coaches: a randomized controlled intervention*, University of Botswana.

MASTER'S THESIS

3. Sana Mahmud, MS, 2015, *Sin Chagas en Ecuador: A Case Study of Sport and Healthy Living through an Education Abroad Initiative*, Ohio University, International Development graduate program, Committee member (Fulbright Scholar consummative project), now a Project Officer at Right to Play, Pakistan.
2. James Anderson, MS, 2014, *Hope and Strengths within Disabled Sailing: A Case Study of the Queens Quay Disabled Sailing Program*, University of Windsor, Faculty of Kinesiology, co-chair with Vicky Paraschak, now a Research and Data Analyst at Downtown Vancouver Business Improvement Association, Vancouver, BC, Canada.
1. Jimmy El-Turk, MS, 2013, *Legitimizing the Sport-Gambling Relationship: A Case Study of Bill C-290*, University of Windsor, Faculty of Kinesiology, co-chair with Vicky Paraschak, now the Head Coach, Women's Volleyball at St. Clair College, Windsor, ON, Canada.

MASTER'S PROFESSIONAL REPORT

2. Michael Hatten, MS, 2014, *Steps to becoming a global brand: The foreign market. A case study of Under Armour Europe*, University of Windsor, Faculty of Kinesiology, co-chair with Sarah Woodruff-Atkinson.
1. Molly McKeogh, MS, 2011, *Development of a Strategic Plan for the Donna Phillips Memorial Fund*, Western Illinois University, Department of Kinesiology.

MASTER'S NON-THESIS

8. Quincy Guerrier, MS, anticipated graduation 2025, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism
7. Denzel Daxon, MS, anticipated graduation 2025, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism
6. Samuel Abbott, MS, anticipated graduation 2024, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism
5. Jake Stevenson, anticipated graduation 2024, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism

4. Liam Kerrigan, MS, 2021, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism.
3. Payton Lykins, MS 2020, University of Illinois Urbana-Champaign, Department of Recreation, Sport and Tourism.
2. Phil Swain, MS, 2010, University of Texas at Austin, Department of Kinesiology.
1. Brian Smith, MS, 2010, University of Texas at Austin, Department of Kinesiology.

UNDERGRADUATE

3. Kaushik Perkari, 2019-2020, Students Pursuing Applications, Research, and Knowledge (SPARK) Undergraduate supervisor, Department of Kinesiology and Health, University of Illinois Urbana-Champaign.
2. Matt Ogle, 2010, supervised internship – Hyatt Wild Oak Ranch. The University of Texas at Austin.
1. Jay Willingham, 2010, supervised internship – Academic and Student Services, University of Texas Athletics.

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

- Connecting through Communication for Health Sciences Researchers, AHS Faculty Academy (2024, Mar)
- Demystifying the Academic Research Enterprise: Becoming a Successful Scholar in a Complex and Competitive Environment, Office of the Provost (2023, Nov)
- Mentoring Matters Summer Institute, Office of the Provost (2023, Jun)
- Distinguished Lecture on Mentoring, CITL (2023, Jun)
- Panel: Research Demonstrations of Teaching & Learning with ChatGPT, CITL (2023, May)
- Diversity and Equity in Promotion and Tenure, Office of the Provost Through the Faculty Ranks workshop (2023, May)
- Creating a Teaching Philosophy Statement for Promotion, University of Illinois, ½ day workshop (2023, Feb)
- Harnessing the Profound Connection between Emotion and Learning to Enhance Success, University of Illinois, ½ day workshop (2021, Mar)
- What and How am I Grading? Is it Fair? And Helpful? University of Illinois, ½ day workshop (2021, Mar)

- Creating Effective Assessments of Student Learning: Test, Quizzes, and Rubrics, University of Illinois, ½ day workshop (2021, Mar)
- Teaching Writing from the Core of Your Discipline, Adelphi University, 2-day workshop (2017, June)
- Addressing Racism, Adelphi University, ½ day workshop (2017, Sept)
- Diversity and Cultural Competence, Adelphi University, ½ day workshop (2017, Sept)
- 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

UNIVERSITY AND CAMPUS

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

University

2023 Center for Latin American and Caribbean Studies (CLACS) Foreign Language and Area Studies (FLAS) selection committee

College of Applied Health Sciences

2023 – 2024 AHS College Awards Committee
 2023 (Spring) Education Policy
 2019 – 2021 Elections and Credentials Committee

Department of Recreation, Sport and Tourism

2022 – 2024 Graduate Committee
 2022 – 2023 Two open rank Sport Management tenure track faculty search committee
 2019 – 2020 Open rank Sport Management tenure track faculty search committee
 2018 – 2021 Undergraduate Committee
 2018 – 2021 Grievance Committee
 2018 – 2019 Event Management tenure track faculty search committee

Other

2024 Nominated Byron Juma for the Office of Graduate Studies Dissertation Completion Fellowship grant (pending)
 2024 Advised Byron Juma to enter the Office of Graduate Studies Research Live! 3-minute dissertation competition (finalist)
 2023 Nominated Byron Juma for the Office of Graduate Studies Dissertation Travel grant (\$4,805 award winner)
 2023 Nominated Byron Juma for the Office of Graduate Studies One Story series (<https://www.youtube.com/watch?v=jjhGTalOsks>)
 2017 – 2018 Covered colleagues course schedule for medical leave of absence
 Ongoing Recommendation writer for undergraduate students' graduate school applications
 Training and mentoring of graduate teaching assistants
 Providing mentorship for Illinois alumni in faculty positions (Ed Horne, Wonju Lee)
 Providing course coverage for faculty absence

ADELPHI UNIVERSITY (2015 – 2018)

University

2017 – 2018 Community Dialogue task force – Conversations on Race

College of Education

2018 (Fall) Mission and Core Value creation working group
2016 – 2018 Assessment, Standards, and Policies Committee

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

2017 (Fall) Interim Graduate Coordinator
2017 – 2018 Task force to examine non-certification degree in Physical Education
2016 – 2018 Coordinator MA in General Psychology, concentration in Sport Psychology. Joint venture with the Derner Institute of Advanced Psychological Studies.
2015 – 2018 Teaching and Advisement committee
2016 – 2017 Search Committee member Sport Management tenure track appointment

OHIO UNIVERSITY (2014 – 2015)

Department of Sports Administration, College of Business

2014 – 2015 Department of Sports Administration Committee
2014 – 2015 College of Business Committee
2014 – 2015 International Committee
2014 – 2015 Intellectual Contribution Committee
2014 – 2015 College of Business Faculty Learning Community

UNIVERSITY OF WINDSOR (2011 – 2014)

Faculty of Human Kinetics

2011 – 2014 Kinesiology Council
2014 (Winter) Richard Peddie Sport Symposium Committee
2014 (Winter) Educational Leadership Forum participant
2013 – 2014 Human Kinetics Book Awards Committee
2013 – 2014 Equity Committee
2013 – 2014 Faculty Biographer
2013 (Winter) International Program Task Force (Beijing Normal University Zhuhai)
2013 (Autumn) GATAcademy 2013 Workshop – Grading and Giving Meaningful Feedback – Workshops provided to all GAs and TAs at the University of Windsor
2012 – 2013 Co-op Committee
2011 – 2012 Human Kinetics Book Awards Committee

WESTERN ILLINOIS UNIVERSITY (2010 – 2011)

Department of Kinesiology

2010 – 2011 Department Committee
2010 – 2011 Assessment Committee for Curriculum Review
2010 – 2011 Career advisor for graduate students
2010 – 2011 Faculty advisor for the Sport Management Club – a graduate student organization
2010 – 2011 Organizer for the Philips' Sports Day – a fundraising event for the Department
2010 – 2011 Developed website content and constructed program mission statement
2010 – 2011 Developing recruitment strategies for enrollment

THE UNIVERSITY OF TEXAS AT AUSTIN (2007 – 2010)

University committees and service

2003 – 2005 Office of Graduate Studies, Undergraduate Mentor
2003 – 2004 Co-Vice President Sport and Entertainment Management Association
2004 University Co-op George H. Mitchell Excellence in Graduate Research Committee Member
2003 University Co-op George H. Mitchell Excellence in Graduate Research Committee Member,

Department of Kinesiology & Health Education

2009 – 2010 Advisor graduate students' research projects
2009 – 2010 Supervising Undergraduate students' internships

- 2008 – 2010 Supervising Graduate students' internships
- 2007 – 2010 Sport Management Committee
- 2007 – 2010 Board of Directors, Fitness Institute of Texas
- 2007 – 2010 Undergraduate Admissions Committee
- 2007 – 2010 Graduate Admissions Committee

Department of Biological Sciences

- 2001 – 2007 Mentored teaching assistant to teach Human Physiology and Functional Anatomy

PROFESSIONAL AND DISCIPLINARY SOCIETIES OR ASSOCIATIONS

WORLD ANTI-DOPING AGENCY

- 2024 – present Social Science Research Expert Advisory Committee

NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT

- 2023 The Earle F. Zeigler Lecture Award Committee member
- 2023 North American Society for Sport Management annual conference reviewer (Section head)
- 2022 North American Society for Sport Management annual conference reviewer (Section head)
- 2021 North American Society for Sport Management annual conference reviewer (Section head)
- 2016 North American Society for Sport Management annual conference reviewer
- 2010 North American Society for Sport Management annual conference reviewer

EDITORIAL BOARD MEMBER

- 2022 – present Performance Enhancement & Health
- 2019 – present Case Studies in Sport Management
- 2019 – present Frontiers in Sport and Active Living
- 2015 – present Journal of Global Sport Management
- 2014 – 2022 Sport & Entertainment Review

GUEST MANUSCRIPT REVIEWER

- British Journal of Sports Medicine
- Collected Essays on Teaching and Learning (CELT)
- European Sport Management Quarterly
- International Journal of Sport Policy & Politics
- International Journal of Sport Management and Marketing
- Journal of Intercollegiate Sport
- Journal of Sport Management
- Managing Sport and Leisure
- Performance Enhancement and Health
- Psychology of Sport & Exercise
- Sport & Entertainment Review
- Sport, Exercise, and Performance Psychology
- Sport Management Review
- Substance Use and Misuse
- The American Journal on Addictions

BOOK CHAPTER REVIEWER

- van der Ven, K., Mulrooney, K., & McVeight, J. (Eds). Human Enhancing Drugs Volume II. Routledge.

GRANT REVIEW BOARD

- 2022 Social Science Research Grant Program, World Anti-Doping Agency
- 2020 Social Science Research Grant Program, World Anti-Doping Agency
- 2018 Social Science 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

MEMBERSHIPS AND AFFILIATIONS

2006 – present	North American Society for Sport Management
2016 – present	The International Network of Doping Research
2020 – present	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
2004 – 2005	National Communication Association.

PUBLIC ENGAGEMENT

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

TELEVISION/INTERNET (3 TOTAL)

3. Sports Pharmacy Podcasts. (Dec 2023). Intersecting sports, health, and human potential with Dr. Jules Woolf. Available from: <https://open.spotify.com/show/31emc6BHR4vVyCn9dPkKKg>
2. Bermuda Government's Youth, Sport & Recreation Bermuda. Dr. Jules Woolf - Anti-Doping in Sports. Available from: https://www.youtube.com/watch?v=eSXH_7NIkss&t=2s
1. 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 (13 TOTAL)

13. 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>
12. 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/JGLTEENROIDS MAR4.mp3>
11. 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/>
10. 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/>
9. 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>
8. 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>
7. 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>

6. AM 800 CKLM Windsor. (2013, January 30). Interview on the Goldman Dilemma. <http://www.am800cklw.com/>
5. The Matt Holmes Show – AM 900 CHML Hamilton, ON. (2013, January 31). Available from: <http://www.900chml.com/Station/MattHolmesShow/Audio.aspx>
4. The Rob Breakenridge Show – CHQR 770 AM - Calgary, AB. (2013, February 2). Available from: <http://www.qr77.com/Shows/RobBreakenridge/Home.aspx>
3. 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).
2. CBC Radio: The Early Shift with Tony Doucette (<http://www.cbc.ca/earlyshift/#>) - 97.5 FM Windsor, 91.9 FM Leamington, 88.1 FM Chatham, 90.3 FM Sarnia. (2013, February 7). Available from: <http://www.cbc.ca/contentconnector/audio-preview.html?clipId=2332792019&channel=radio>
1. 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 (22 TOTAL)

22. Move United (2022, July). New research demonstrates the power of sport for people with disabilities. Available from: <https://moveunitedsport.org/illinois-research-study/>
21. Flanagan, A. (2022, April). Dumping Dope: Taking drugs out of sport. Moving Forward. AHS Alumnus magazine. University of Illinois Urbana-Champaign.
20. Donovan, R. (2021, July 7). Shelby Houlihan Says a Burrito Ended her Olympic Career. We Set Out to Find It. For us non-Olympic hopefuls, pig organ meats are safe to consume. And pretty darn tasty. Willamette Week. Available from: <https://www.wweek.com/news/2021/07/07/shelby-houlihan-says-a-burrito-ended-her-olympic-career-we-set-out-to-find-it/>
19. Borowsky, L. (2021, Jan 20). Getting into the game. Amplitude. Available from: <https://livingwithamplitude.com/adaptive-sports-amputees-research/>
18. 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).
17. 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/>
16. Adelphi University Academic & Creative Research magazine (Fall 2017). In search of a level playing field, 20-21.
15. 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
14. 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/
13. 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>
12. 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/>
11. 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/>

10. The Daily News (2014, January 23). Friends, not pro athletes, influence steroid use, researcher finds. Available from <http://www.uwindsor.ca/dailynews/2014-01-22/friends-not-pro-athletes-influence-steroid-use-researcher-finds>
9. 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-uwindsor-study/>
8. 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/>
7. The Daily News (2013, December 3). Football players may disregard concussion consequences, student researchers find. Available from: <http://www.uwindsor.ca/dailynews/2013-12-02/football-players-may-disregard-concussion-consequences-student-researchers-find>
6. Nonprofit Business Advisor (No.287, 2013, August). Study explores charity sporting events’ success as “Brandfests”. DOI:10.1002/nba.200056.
5. The Daily News (2013, June 20). Mixed martial arts an untapped field for kinesiology researchers. Available from: <http://www.uwindsor.ca/dailynews/2013-06-19/mma-untapped-field-kinesiology-researchers>
4. The Daily News. (2013, January 30). Researcher’s findings debunk accepted wisdom about athlete doping. Available from: <http://www.uwindsor.ca/dailynews/2013-01-29/researcher%E2%80%99s-findings-debunk-%E2%80%98accepted-wisdom%E2%80%99-about-athlete-doping>
3. Pearson, C. (2011, November 28). Studying Roller Derby. *The Windsor Star*, pp. A5.
2. The Daily News. (2011, November 28). Student researchers focus on finer points of roller derby. Available from: <http://www.uwindsor.ca/dailynews/2011-11-25/student-researchers-focus-on-finer-points-of-roller-derby>
1. The Daily News. (2011, September 19). Kinesiology professor brings fresh perspective to steroid research. Available from: <http://www.uwindsor.ca/dailynews/2011-09-18/kinesiology-professor-brings-fresh-perspective-to-steroid-research>

COMMUNITY SERVICE:

2020 – 2022	Move United, US, Management Consultant
2012	Adrenaline Training Centre, London, ON, Management Consultant
2012	Windsor Rugby Club, Windsor, ON, Management Consultant,
2011	Border City Brawlers Roller Derby Team, Windsor, ON, Management Consultant,
2010 – 2011	Its Bigger Than You (itsbiggerthanyou.org), Austin, TX, Management Consultant
2010 – 2011	Its Bigger Than You (itsbiggerthanyou.org), Austin, TX, Board of Directors
2010	King of Kombat, Austin, TX, Management Consultant
2010	Dance International, Austin, TX, Marketing Consultant
2008 – 2010	Pure Austin Fitness, Austin, TX, Management Consultant
2007 – 2010	Pure Austin Fitness, Austin, TX, Marketing Consultant
2008	University of Texas Summer Sport School, Austin, TX, Marketing Consultant
2007 – 2008	Austin Toros D-League Basketball Team, Austin, TX, Marketing Consultant
2007 – 2008	Austin Wranglers Arena Football Team, Austin, TX, Marketing Consultant
2007	Trigger Point Therapy, Austin, TX, Marketing Consultant
2007	University of Texas Volleyball, Austin, TX, Marketing Consultant
2007	Fitness Institute of Texas, Austin, TX, Marketing Consultant

EXAMPLES OF CONSULTANCY WORK OUTCOMES:

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 a city-wide assessment of the team's brand awareness and developed a target market profile. Results from the project identified a 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)

2020 Move United

- Developed a survey for Move United to distribute to its chapter members to aid in ongoing program evaluations. Conducted a survey and presented a report to Move United on current member demographics, program evaluation, motives for sport participation, and the impact of the COVID-19 pandemic on members' participation in sport.

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 coordination, 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 Black 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 gym.

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 and local healthcare professionals and analyzing healthcare options and obstacles.

OTHER EVIDENCE OF MERIT OR RECOGNITION:

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.