

Adam R. Cocco

Health & Sport Sciences Department ♦ University of Louisville ♦ Louisville, KY 40292

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Education

- Ph.D. University of Louisville** **Spring 2020 (expected)**
Educational Leadership, Evaluation and Organizational Development
Specialization: Sport Administration
- M.A. University of Akron** **December 2010**
Economics
- B.S. Youngstown State University** **December 2006**
Major: Business Administration
Minor: Economics
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Research

Research Interests

Examining the social and economic impacts of professional sport on communities and consumers

Peer Reviewed Publications

Cocco, A.R. (2018). A case study of Major League Soccer: Upcoming league expansion. *SAGE Business Cases*. Doi: 10.4135/9781526444226

Cocco, A.R. (2018). Do the NFL's ticket allocation practices create economic injury to consumers: A review of recent litigation. *Sport Marketing Quarterly*, 27(4), 211-213.

Cocco, A.R., & Spencer, T.C. (In press). Path to the Pros: How Major League Soccer is revolutionizing youth player development in the United States. *SAGE Business Cases*.

Research in Progress

Shreffler, M.B., Shreffler, J.R., & **Cocco, A.R.** (In Review). An examination of the relationship between instruction type and learning outcomes in Sport Administration courses. Submitted to *Sport Management Education Journal*.

Cocco, A.R. (Finalizing manuscript). Draft or develop: Examining statistical differences between drafted and homegrown players in Major League Soccer. To be submitted to *Journal of Applied Sport Management*.

Cocco, A.R. (Data collection). The effect of timing on player transfer valuations in European soccer leagues. To be submitted to *Journal of Sport Economics*.

Cocco, A.R. (Data collection). Sensitivity analysis of financial income statements for a new soccer team in the United States. To be submitted to *SAGE Business Cases*.

Cocco, A.R. (Data collection). Using contingent valuation method to assess the community value provided by a minor league soccer team. To be submitted to *Sport Marketing Quarterly*.

Scholarly Presentations

Cocco, A.R., & Spencer, T.S. (2018). Path to the Pros: How Major League Soccer is revolutionizing youth player development in the United States. Spring Research Conference (SRC), Louisville, KY.

Cocco, A.R. (2018). Draft or develop: Examining statistical differences between drafted and homegrown players in Major League Soccer. Sport Marketing Association (SMA) Conference, Dallas, TX.

Press Appearances

Interviewed for WalletHub feature entitled *2018's Best Cities for Soccer Fans*. (June 13, 2018). Link: <https://wallethub.com/edu/best-worst-cities-for-soccer-fans/14207/>

Grants and Funding

Cocco, A.R. (2018). Sport Marketing Association Research Grant. Grant intended to support collaborative research endeavors between industry leaders and academics. Funding amount requested: \$1,500. **Funded.**

Cocco, A.R. (2018). Travel costs for the Sport Marketing Association Conference to present. Funded by the Graduate Student Council, University of Louisville, in the amount of \$300. **Awaiting Funding Decision.**

Teaching

SPAD 404: Financial Principles in Sport

Fall 2018

Course purpose: To demonstrate basic financial and economic concepts necessary to understand the sport business industry and help examine the various means for financing sport organizations.

SPAD 383: Sport Marketing**Fall 2018**

Course purpose: To apply the basic principles of marketing to the managed sport industry with emphasis on intercollegiate athletics, professional sport, and multisport club operations.

SPAD 402: Internship in Sport Administration**Fall 2018, Spring 2018**

Course purpose: To afford students an opportunity to apply theoretical classroom information in a real-world environment and develop skills beneficial to students seeking careers in sport management.

SPAD 382: Organizational Behavior in Sport**Spring 2018**

Course purpose: To expand the student's understanding of various management techniques and their application to sport organizations and administration.

Guest Lectures

Spring 2018**SPAD 180** *Sport Spectating Experience* – Soccer Spectating**SPAD 404** *Financial Principles in Sport* – Stadium Finance**SPAD 405** *Sport Facility Management* – Public vs. Private Financing for Sport Facilities**SPAD 490** *Senior Seminar in Sport Business* – MLS Expansion Case Study**Fall 2017****SPAD 382** *Org Behavior in Sport* – MLS Expansion Case Study**SPAD 404** *Financial Principles in Sport* – Stadium Finance**SPAD 405** *Sport Facility Management* – Public vs. Private Financing for Sport Facilities**SPAD 605** *Sport Facility Management* – Public vs. Private Financing for Sport Facilities**SPAD 490** *Senior Seminar in Sport Business* – MLS Expansion Case Study**Central High School/SPAD Sport Marketing Magnet Program** – A Tale of Two Facilities: KFC Yum! Center & LCFC Proposed Stadium

Service

College**2018** Search Committee Member – Senior Academic Counselor – Department of Health & Sport Sciences – University of Louisville**Department****Fall 2018** Sport Administration Association – Co-Faculty Advisor – University of Louisville**Spring 2018** Co-Coordinator and Faculty Leader – NFL Draft Volunteer Experience in Dallas, TX – University of Louisville**Spring 2018** Sport Administration Masters Admissions Committee – University of Louisville

- Fall 2017** Sport Administration Association Trip Planning Committee – Nashville, TN – University of Louisville
- Fall 2017** Sport Administration Masters Admissions Committee - University of Louisville

Professional

- 2018** Member – North American Society for Sport Management (NASSM)
- 2018** Member – North American Society for Sport Economists (NASSE)

Community

- 2017 – Pres.** Member – Butchertown Neighborhood Association – Louisville, KY
- July 2017** Volunteer – CONCACAF Gold Cup – Media Operations – Cleveland, OH
- July 2017** Volunteer – International Champions Cup – Broadcast Operations – Nashville, TN
- April 2017** Volunteer – Rock n’ Roll Marathon – Pre-race Operations – Nashville, TN
- March 2017** Volunteer – OVC Basketball Tournament – Event Operations – Nashville, TN

Honors

- 2017 – 2018** University Fellowship Award, University of Louisville
- 2009 – 2010** Graduate Assistantship, University of Akron
- 2003 – 2006** University Scholar Award, Youngstown State University
- 2006** Senior Leadership Award, Youngstown State University

Professional Training

2018 - Delphi University: Principles of Online Course Design - University of Louisville -Delphi Center for Teaching and Learning

Relevant Work Experience

Cleveland Soccer Club, Cleveland, OH **January 2018 – Present**
Finance Director

- Created financial projections for inaugural team season. These financial projections were presented to NPSL leadership as a requirement for league entry
- Completed income statement and balance sheet based on actual financial returns from the first season of operations
- Provided broadcast commentary for last home game of season

Nashville Soccer Club, Nashville, TN **May 2017 – July 2017**
Game Day Operations Volunteer

- Responsible for tracking player statistics for each Nashville SC home game
- Responsible for submitting player statistics, game day lineups, and official referee report to USL PDL league office and complying with USL PDL rules regarding submission preferences and deadlines

- Provided broadcast commentary for last home game of season

KeyBank, Brooklyn, OH

November 2010 – July 2017

Senior Operations Analyst / Channel Manager Branch Operations / Performance Analyst

- Served as lead Business Analyst on Payments Risk database and reporting project. This application provides senior risk managers with self-service reports and automated risk alerts while tracking over \$100B in annual deposits from personal and corporate clients.
- Re-engineered process for onboarding Commercial clients by leading development of a dedicated workflow solution that processes client set-ups, completes document management functions, and eliminates redundant data entry activities. Project contributed over \$1M in annual savings to corporate client services division.

The Entrepreneurs EDGE, Independence, OH

June 2010 – July 2010

Independent Consultant

- Provided independent consulting for International Resource Development, Inc.
- Completed due diligence on idea to grow market share of Northeast Ohio companies involved in the wind energy supply chain in Chinese market.

University of Akron, Akron, OH

August 2009 – December 2010

Graduate Assistant

- Collaborated with professors in the Economics Department to provide research and support on various topics and studies submitted for publication.
- Performed study regarding the economic impact of Akron Marathon on the city, in coordination with fellow graduate assistants in the Economics Department. Study found the marathon event contributed over \$4M to Akron's local economy on an annual basis.