

Adam R. Cocco, PhD

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

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Education

- Ph.D. University of Louisville** **May 2020**
Educational Leadership, Evaluation and Organizational Development
Specialization: Sport Administration
Dissertation: *Fandom from afar: Identification, attachment, and consumption behaviors among United States based fans of English Premier League soccer clubs*
- M.A. University of Akron** **December 2010**
Economics
- B.S. Youngstown State University** **December 2006**
Major: Business Administration
Minor: Economics

Work Experience

- University of Louisville** – Louisville, KY **August 2018 – Present**
Assistant Professor, Sport Administration
Instructor, Sport Administration
August 2020 – Present
August 2018 – July 2020
- Cleveland Soccer Club** – Cleveland, OH **January 2018 – August 2019**
Financial Consultant
- Nashville Soccer Club** – Nashville, TN **May 2017 – July 2017**
Team Statistician
Game Day Operations Volunteer
- KeyBank** – Cleveland, OH **November 2010 – July 2017**
Technology Analyst
Channel Manager, Branch Operations
Senior Operations Analyst
Performance Analyst
July 2016 – July 2017
June 2015 – July 2016
May 2012 – June 2015
November 2010 – May 2012
- The Entrepreneurs EDGE** – Independence, OH **June 2010 – July 2010**
Independent Consultant
- University of Akron** – Akron, OH **August 2009 – December 2010**
Graduate Assistant

Research

Research Interests

Name, image, and likeness (NIL) in college athletics, publicly funded sport facilities, and statistical analysis of sport industry topics.

Peer Reviewed Publications

21. **Cocco, A.R.**, Kunkel, T., & Baker, B.J. (2023). The influence of personal branding and institutional factors on the name, image, and likeness value of collegiate athletes' social media posts. *Journal of Sport Management*, 37(5), 359-370. <https://doi.org/10.1123/jsm.2022-0155>.
20. Hambrick, M.E., Montanaro, A., Frederick, E.L., & **Cocco, A.R.** (2023). Exploring motives for Twitch viewership and content creation with the exergame Zwift. *Journal of Electronic Gaming and Esports*, 1(1). <https://doi.org/10.1123/jege.2022-0019>.
19. Farrel, Z., **Cocco, A.R.**, Dichiaro, E.J., Jones, P.C., Skutnik, B.C., Crontin, R.L., Rimer, E., Ivey, P., & Caruso, J.F. (2023). Pitch release speed predictors for Division I collegiate baseball players. *Isokinetics and Exercise Science*, 31, 319-328. <https://doi.org/10.3233/IES-220133>.
18. **Cocco, A.R.** (2023). From football to soccer: The early history of the beautiful game in the United States. *Sociology of Sport Journal*, 40(3), 340-341. <https://doi.org/10.1123/ssj.2022-0114>.
17. Moorman, A.M., & **Cocco, A.R.** (2023). College athlete NIL activities and institutional agreements at a crossroads: An analysis of the regulatory landscape and "conflict language" in state NIL legislation. *Journal of Legal Aspects of Sport*, 33(1), 59-85. <https://doi.org/10.18060/27106>.
16. **Cocco, A.R.**, Mayer, M., & Montanaro, A. (2023). When the lights go out: Public sector management of abandoned sport facilities. *Public Works Management & Policy*, 28(1), 11-32. <https://doi.org/10.1177/1087724X221129269>.
15. Soltsiak, S.R., Colborn, C.E., Dichiaro, E.J., Patel, N.L., **Cocco, A.R.**, & Caruso, J.F. (2022). Palm cooling temperatures and their comparative impact on human thermal, physiological, perceptual, and ergogenic indices. *Journal of Sport Sciences*, 40(20), 2292-2303. <https://doi.org/10.1080/02640414.2022.2151750>
14. O'Neal, C.S., **Cocco, A.R.**, Della, L.J., & Ashlock, M.Z. (2022). Pilot intervention using food challenges and video technology for promoting fruit and vegetable consumption. *Journal of Nutrition Education and Behavior*, 54(8), 707-717. <https://doi.org/10.1016/j.jneb.2022.05.004>.
13. **Cocco, A.R.**, & Moorman, A.M. (2022). Untapped potential: An examination of name, image, and likeness earnings estimates for community college athletes. *Journal of Issues in Intercollegiate Athletics*, 15, 256-271.
12. Lee, Y., Immekus, J.C., Lim, D., Hums, M., Greenwell, T.C., **Cocco, A.R.**, & Kang, M. (2022). Validation of the student athletes' motivation towards sports and academics questionnaire (SAMSAQ) for Korean college student-athletes: An application of exploratory structural equation modeling. *Frontiers in Psychology*, 13:853236. <https://doi.org/10.3389/fpsyg.2022.853236>.
11. **Cocco, A.R.**, Katz, M., & Hambrick, M.E. (2021). Co-attendance communities: A multilevel egocentric network analysis of American soccer supporters' groups. *International Journal of Environmental Research and Public Health*, 18(14), 7351. <http://dx.doi.org/10.3390/ijerph18147351>.
10. Jones, P., Ivy, P., Skutnik, B., **Cocco, A.R.**, Colborn, C.E., & Caruso, J.F. (2021). Association between running quality and loads seen with accelerometry data collected from female soccer players. *Isokinetics and Exercise Science*, 29(3), 335-341.
9. Gray, W.D., Jett, M., **Cocco, A.R.**, Vanhoover, A.C., Colborn, C.E., Pantalos, G.M., Stumbo, J., Quesada, P.M., & Caruso, J.F. (2021). Ergogenic and physiological outcomes derived from a novel skin cooling device. *The Journal of Strength and Conditioning Research*, 35(2), 391-403.

8. Mayer, M., & **Cocco, A.R.** (2021). Pandemic and sport: The challenges and implications of publicly financed sporting venues in an era of no fans. *Public Works Management & Policy*, 26(1), 26-33. <https://doi.org/10.1177/1087724X20969161>.
7. Spencer, T.C., **Cocco, A.R.**, & Greenwell, T.C. (2020). Identification with the National Football League following franchise relocation: An analysis of St. Louis Rams and San Diego Chargers fans. *International Journal of Sport Management*, 21(4), 325-346.
6. Pond, A.M., **Cocco, A.R.**, & Spencer, T.C. (2020). Road back to glory: How the NCAA Football video game franchise could make a comeback. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781529727951>.
5. Shreffler, M.B., **Cocco, A.R.**, Presley, R., & Police, C. (2019). Testing the learning styles hypothesis: An assessment of the learning styles, learning approaches, and course outcomes in the Sport Management classroom. *Sport Management Education Journal*, 13(2), 83-91.
4. Shreffler, M.B., **Cocco, A.R.**, & Shreffler, J.R. (2019). An examination of the relationship between instruction type and course outcomes in Sport Management courses. *Sport Management Education Journal*, 13(2), 53-62.
3. **Cocco, A.R.**, & Spencer, T.C. (2019). Path to the pros: How Major League Soccer is revolutionizing youth player development in the United States. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526464002>.
2. **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.
1. **Cocco, A.R.** (2018). A case study of Major League Soccer: Upcoming league expansion. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526444226>.

Technical Reports

- Cocco, A.R.**, Montanaro, A., & Grosbach, A. (2023). The impact of JV programs on net return. *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2023-24/briefs/NAIA_Research_Brief_-_RB1-JVProgram-NetReturn.pdf.
- Cocco, A.R.**, Montanaro, A., & Grosbach, A. (2023). The impact of JV programs on retention. *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2023-24/briefs/NAIA_Research_Brief_-_RB2-JVProgram-Retention.pdf.
- Cocco, A.R.**, Montanaro, A., & Grosbach, A. (2023). The relationship between sport expense and competitive success. *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2023-24/briefs/NAIA_Research_Brief_-_RB3-CompetitiveSuccess.pdf.
- Cocco, A.R.**, Montanaro, A., & Grosbach, A. (2022). What is the relationship between spending, retention, and competitive success? *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2021-22/briefs/NAIA_Research_Brief-CompSuccess.pdf
- Cocco, A.R.**, Montanaro, A., & Grosbach, A. (2022). What factors influence first-generation student retention? *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2021-22/briefs/NAIA_Research_Brief-FirstGenStudent_Rentention.pdf
- Cocco, A.R.**, Montanaro, A., & Grosbach, A. (2022). What is the impact of JV programs on net return and retention? *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2021-22/briefs/NAIA_Research_Brief-JVProgram_Retention_NetReturn.pdf

Cocco, A.R., Montanaro, A., & Grosbach, A. (2022). How does financial aid influence retention? *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2021-22/briefs/NAIA_Research_Brief-Retention-Financial-Aid.pdf

Cocco, A.R., Montanaro, A., & Grosbach, A. (2022). Do certain sports retain better than others? *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2021-22/briefs/NAIA_Research_Brief-Retention-by-Sport.pdf

Cocco, A.R., Montanaro, A., & Grosbach, A. (2022). How does roster size impact retention? *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2021-22/briefs/NAIA_Research_Brief-Retention-by-Roster-Size.pdf

Cocco, A.R., Montanaro, A., & Grosbach, A. (2022). Does spending more on personnel and operations impact retention? *NAIA Research Brief*. https://www.naia.org/return-on-athletics/2021-22/briefs/NAIA_Research_Brief-Retention-by-Spending.pdf

Moorman, A.M., & **Cocco, A.R.** (2021). Recommendations for the Legislature and California Community College Athletic Association. Prepared for *California Community College Athlete Name, Image, and Likeness Working Group*. <https://www.cccco.edu/-/media/CCCCO-Website/Reports/cccco-report-nil-web-a11y.pdf?la=en&hash=564FD6FF483CCE8C861F6A5FCC2DFD2F8D3E33F5>

Police, C.C., Moorman, A.M., & **Cocco, A.R.** (2021). Exploring the NIL landscape for women's collegiate soccer. Prepared for *Lead1 Association Name, Image, and Likeness ("NIL") Institutional Report*, June-July 2021, 17-20.

Media Appearances

McCann, A. (2023, November 8). Best sports cities (2023). *WalletHub*. https://wallethub.com/edu/best-sports-cities/15179#expert=Adam_R._Cocco.

McCann, A. (2023, August 23). 2023's best cities for soccer fans. *WalletHub*. https://wallethub.com/edu/best-worst-cities-for-soccer-fans/14207#expert=Adam_Cocco.

Bratton, J. (2023, June 20). From zero to NIL: How student-athletes can manage name, image, likeness income. *ABC News*. <https://abcnews.go.com/Business/wireStory/zero-nil-student-athletes-manage-image-likeness-income-100267937>.

McCann, A. (2022, November 2). 2022's best cities for soccer fans. *WalletHub*. https://wallethub.com/edu/best-worst-cities-for-soccer-fans/14207#expert=Adam_R._Cocco.

Cocco, A.R. (2022, September 7). Community college athletes could earn \$48 per Instagram post under the right conditions. *The Conversation*. <https://theconversation.com/community-college-athletes-could-earn-48-per-instagram-post-under-the-right-conditions-189502>.

Cocco, A.R. (2022, May 11). NIL value for community college athletes: An overlooked asset. *Sportico*. <https://www.sportico.com/leagues/college-sports/2022/study-table-community-college-1234674746/>.

Robinson, C.T. (2021, July 1). How Olympic sport athletes can profit off the latest NIL policy changes. *Louisville Courier Journal*. <https://www.courier-journal.com/story/sports/college/louisville/2021/07/01/how-nil-policy-changes-impact-olympic-athletes/5372137001/>.

Scholarly Presentations

26. **Cocco, A.R.**, & Grosbach, A. (Submitted). Beyond the scoreboard: Understanding student-athlete enrollment and retention at small colleges and universities. *RNL National Conference*, Dallas, TX.
25. Moorman, A.M., **Cocco, A.R.**, & Osborne, B. (Accepted). An examination of the influence of state NIL legislative requirements on NIL policy development and implementation of NIL initiatives among universities in the ACC. *Sport Recreation and Law Association (SRLA) Conference*, Baltimore, MD.
24. Patel, N.L., Wellwood, J., Lowe, C.A., Gscheidle, B., Wydotis, M.M., Maguire, K.F., **Cocco, A.R.**, Rimer, E., Ivey, P., & Caruso, J.F. (2024). Predicting hit ball outcomes in Division I collegiate baseball players. *Southeast American College of Sports Medicine's Annual Meeting*, Greenville, SC.
23. Mayer, M.K., & **Cocco, A.R.** (2024). Sports stadiums as public goods? An examination of the community and economic impact. *Southern Political Science Association (SPSA) Conference*, New Orleans, LA.
22. Bermejo, R., **Cocco, A.R.**, & Grosbach, A. (2023). Play to win! Ensuring first-generation student-athlete success. *RNL National Conference*, Nashville, TN.
21. **Cocco, A.R.**, Baker, B.J., & Kunkel, T. (2023). The era of the collegiate athlete influencer is here: A longitudinal analysis of NIL growth on Instagram. *North American Society for Sport Management (NASSM) Conference*, Montreal, Canada.
20. Popp, N., Bonney, N., **Cocco, A.R.**, & Greenwell, T.C. (2023). Women's basketball ticket price levels and single game attendance. *North American Society for Sport Management (NASSM) Conference*, Montreal, Canada.
19. Green, E.R., Hancock, M.G., & **Cocco, A.R.** (2023). Examining the organizational culture of an NCAA Division I intercollegiate athletic department: A longitudinal study. *College Sport Research Institute (CSRI) Conference*, Columbia, SC.
18. **Cocco, A.R.**, Montanaro, A., & Grosbach, A. (2023). An exploration of factors influencing first-generation student-athlete retention at NAIA institutions. *Applied Sport Management Association (ASMA) Conference*, Birmingham, AL.
17. Moorman, A.M., & **Cocco, A.R.** (2023). College athlete NIL activities and institutional agreements are at a crossroads: An analysis of the regulatory landscape and "conflict language" in state NIL legislation. *Sport Recreation and Law Association (SRLA) Conference*, Las Vegas, NV.
16. Montanaro, A., **Cocco, A.R.**, Hambrick, M.E., & Frederick, E. (2022). Exploring motives for Twitch streaming and viewership related to exergames. *North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.
15. **Cocco, A.R.**, Kunkel, T., & Baker, B.J. (2022). Factors influencing the social media NIL value of college athletes. *North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.
14. **Cocco, A.R.**, Hambrick, M.E., & Greenwell, T.C. (2022). Fandom from afar: Identification, attachment, and consumption behaviors among United States based fans of English Premier League soccer clubs. *Applied Sport Management Association (ASMA) Conference*, Indianapolis, IN.

13. **Cocco, A.R.**, Moorman, A.M., & Presley, R. (2022). An exploration of name, image, and likeness earnings potential among community college athletes. *Applied Sport Management Association (ASMA) Conference*, Indianapolis, IN.
12. O'Neal, C.S., Della, L.J., Ashlock, M.Z., & **Cocco, A.R.** (2022). Chop and season: In-person and on-line communication to improve cooking self-efficacy and fruit and vegetable intake in young adults. *Kentucky Conference on Health Communication*, Lexington, KY.
11. O'Neal, C.S., & **Cocco, A.R.** (2021). Using food challenges and cooking videos in a college nutrition course as a strategy to improve students' cooking self-efficacy and eating habits. *Society for Nutrition Education and Behavior Conference*, Online.
10. Swim, N., **Cocco, A.R.**, & Hancock, M. (2021). Investigating the glass cliff phenomena in NCAA Division I women's basketball. *Applied Sport Management Association (ASMA) Conference*, Online.
9. Police, C., **Cocco, A.R.**, Montanaro, A., & Stone, S. (2021). Analysis of factors which affect game outcomes in Major League Soccer. *Applied Sport Management Association (ASMA) Conference*, Online.
8. Police, C., Moorman, A.M., & **Cocco, A.R.** (2021). An examination of the impact of NIL policies and monetization opportunities for collegiate female soccer players. *Sport Recreation and Law Association (SRLA) Conference*, Online.
7. **Cocco, A.R.**, & Presley, R. (2020). Exploring international volunteer learning programs: An examination of engagement and skill development of sport management participants. *Applied Sport Management Association (ASMA) Conference*, Waco, TX.
6. Shreffler, M.B., & **Cocco, A.R.** (2019). The impact of controversial behaviors on brand image and purchase intentions: An examination of Colin Kaepernick and Nike. *Sport Marketing Association (SMA) Conference*, Chicago, IL.
5. Shreffler, M.B., **Cocco, A.R.**, Presley, R., & Police, C. (2019). Preferential learning in Sport Management courses: An assessment of student learning styles, instructional methods, and course outcomes. *North American Society for Sport Management (NASSM) Conference*, New Orleans, LA.
4. **Cocco, A.R.**, Police, C., & Spencer, T.C. (2019). The Neymar effect: Examining transfer value determinants in the English Premier League in consideration of recent market developments. *Applied Sport Management Association (ASMA) Conference*, Nashville, TN.
3. **Cocco, A.R.**, & Shreffler, M.B. (2018). Draft or develop: Examining statistical differences between drafted and homegrown players in Major League Soccer. *Sport Marketing Association (SMA) Conference*, Dallas, TX.
2. **Cocco, A.R.** (2018). The grass is always greener: Changes in consumer preferences for football and soccer in America. *Sport Marketing Association (SMA) Conference Ignite Session*, Dallas, TX.
1. **Cocco, A.R.**, & Spencer, T.C. (2018). Path to the Pros: How Major League Soccer is revolutionizing youth player development in the United States. *Spring Research Conference (SRC)*, Louisville, KY.

Invited Presentations

- Coleman, A.G., & **Cocco, A.R.** (2023). History and impact of the NCAA's ruling on name, image, and likeness opportunities. *Hesburgh Lecture Series*, Louisville, KY.

Grosbach, A., **Cocco, A.R.**, Montanaro, A., Johnson, A., & Hoops, T. (2023). ROA: Informing decisions through association trends and peer stories. *NAIA Annual National Convention*, New Orleans, LA.

Cocco, A.R. (2022). Factors influencing the social media NIL value of collegiate athletes. *University of North Carolina Applied Statistics and Research Methods in Exercise and Sport Science*. Online.

Cocco, A.R., Moorman, A.M., Agau, A., & Griffith, D. (2022) Name, image, and likeness. *Derby Diversity Week*. Louisville, KY.

Grosbach, A., **Cocco, A.R.**, Montanaro, A., & Parman, L. (2022). Workshop: ROA research & thought leadership. *NAIA Annual National Convention*, Kansas City, MO.

Grosbach, A., & **Cocco, A.R.** (2022). General Session VII: Membership Value/ROA. *NAIA Annual National Convention*, Kansas City, MO.

Grants and Funding

Cocco, A.R. (2024). NAIA Return on Athletics Research and Analytics Project. Contract awarded in the amount of \$23,107. **Funded.**

Cocco, A.R., & Montanaro, A. (2022 – 2023). NAIA Return on Athletics Research and Analytics Project. Contract awarded in the amount of \$24,175. **Funded.**

Cocco, A.R., & Montanaro, A. (2021 – 2022). NAIA Return on Athletics Research and Analytics Project. Contract awarded in the amount of \$16,500. **Funded.**

Cocco, A.R., Presley, R. (Co-PIs), & Moorman, A.M. (Investigator) (submitted March 2021). *Achieving Sustained Social Impact through Sport for Tomorrow (ASSIST)*. International Sports Program Initiative submitted to the Department of State, Bureau of Educational and Cultural Affairs, Sports Diplomacy Division in the amount of \$2.1M. **Not Funded.**

Cocco, A.R. (2020 – 2021). Policy and Data Analysis Expert for SB 206 California Community College Name, Image, and Likeness Working Group. Contract awarded in the amount of \$25,200. **Funded.**

Cocco, A.R. (2018). Sport Marketing Association Research Grant. Grant intended to support collaborative research endeavors between industry leaders and academics. Funding amount requested: \$3,000. **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. **Funded.**

Cocco, A.R. (2017 – 2019). SAGE Business Cases Contribution Agreement. Contract awarded by SAGE Publications, in the amount of \$3,000. **Funded**

Teaching

SPAD 561: Name, Image, and Likeness (NIL) in College Athletics

Course purpose: To explore the evolution of name, image, and likeness (NIL) rights for college athletes in the United States. Students will learn about landmark federal court cases and the rapidly evolving nature of state and federal legislation that have shaped the modern NIL landscape. Students will also learn about the business environment surrounding college athlete NIL opportunities, including monetization avenues, principles of entrepreneurship, social media marketing and analytics, and the role of professional service providers.

SPAD 404/604: Financial Principles in Sport / Sport Finance & Economics

Course purpose: To demonstrate basic and advanced financial and economic concepts necessary for financial literacy in the sport business industry. Students learn how to read and analyze financial statements, incorporate the time value of money into the financial decision-making process, and critically inspect economic impact analyses. This course places a heavy emphasis on practical application by asking students to analyze real-world examples of financial reports, feasibility studies, and economic impact reports from the sport industry.

SPAD 437/637: Data and Analytics in Sport / Sport Analytics

Course purpose: To explore how to manage, analyze, and visualize data from the sport industry using a variety of statistical software programs and mathematical modeling techniques. Students enhance their understanding of data driven decision-making in sports through investigations of on-field player and team statistics, athlete monitoring data, and off-field sport business metrics. This course places a heavy emphasis on problem-solving skills based on sound quantitative reasoning.

SPAD 561/HSS 598: International Experiential Learning Program

Course purpose: To provide students with an opportunity to gain hands-on experience during a major international sporting event and make a valuable contribution to the community and country hosting the event. Students learn about the operations of a major international sporting event and work with a variety of volunteers and administrators from across the world. Students also gain a broader understanding of diversity and inclusion in the context of sport and elite athletic competitions.

SPAD 561: International Service Learning – Ghana

Course purpose: To develop student's knowledge about Sport for Development and Peace, International Service Learning, sport-based curriculum building, and Ghanaian culture and history in anticipation of an immersive in-country experience.

SPAD 383: Sport Marketing

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 401: Career Development in Sport Administration

Course purpose: To equip students with the necessary skills and afford students an opportunity to reflect on potential career opportunities in the sport industry.

SPAD 402: Internship in Sport Administration

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

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

Service

University

2023	Faculty Leader – International Service-Learning Program – Ghana
2021 – Pres.	Member – UofL Athletics Name, Image, and Likeness (NIL) Advisory Board
2021	Faculty Advisor – Sport Analytics Group
2019	Faculty Leader – International Service-Learning Program – Ghana
2019 – 2020	Faculty Advisor – Women's Soccer Club

College

2023	Member – Research & Professional Development Committee
2022 – Pres.	Member – Grawemeyer Award in Education Faculty Committee
2022	Member – Global Learning Coordinator Search Committee
2021 – 2023	Member – Technology Committee
2019	Member – Coordinator of Admissions Search Committee
2018	Member – Planning & Budget Committee
2018	Member – Senior Academic Counselor Search Committee

Department

2024	Faculty Leader – HSS Int'l Experiential Learning Program – Gelsenkirchen, Germany
2023	Chair – Sport Administration Assistant Professor Search Committee
2023	Faculty Leader – HSS Study Abroad Program – Berlin, Germany
2022 – 2023	Coordinator – Sport Administration Master's Program
2022	Member – Sport Administration Program Competitive Audit Committee
2021	Faculty Leader – HSS Study Abroad Program – Copenhagen, Denmark
2021	Member – Sport Administration Term Instructor Search Committee (x3)
2021	Member – Sport Administration Open Rank Professor Search Committee
2019	Coordinator – Sport Administration Master's Program
2019	Co-Coordinator and Faculty Leader – NCAA Final Four Green Team – Minneapolis, MN
2018 – 2019	Co-Faculty Advisor – Sport Administration Association
2018	Co-Coordinator and Faculty Leader – NFL Draft Volunteer Experience – Dallas, TX
2018 – Pres.	Member – Sport Administration Program Committee
2017	Member – Sport Administration Association Fall Trip Planning Committee
2017 – Pres.	Member – Sport Administration Master's Program Admissions Committee

Professional

2023	Abstract Reviewer – 2024 Applied Sport Management Conference
2023	Manuscript Reviewer – Administration & Society
2023	Manuscript Reviewer – Journal of Intercollegiate Sport
2022 – Pres.	Manuscript Reviewer – Journal of Issues in Intercollegiate Athletics
2022 – Pres.	Manuscript Reviewer – Sport Marketing Quarterly
2022	Abstract Reviewer – 2023 Applied Sport Management Conference
2022	Manuscript Reviewer – Journal of Electronic Gaming and Esports
2022	Manuscript Reviewer – Informatics
2022	Faculty Advisor – Graduate Case Study Competition – 2022 Applied Sport Management Conference
2021	Manuscript Reviewer – Sustainability
2020	Abstract Reviewer – 2021 Applied Sport Management Conference
2020	Manuscript Reviewer – International Journal of Sport Management
2019 – 2020	Member – Sport Marketing Association (SMA)
2019 – Pres.	Member – Applied Sport Management Association (ASMA)
2018 – Pres.	Member – North American Society for Sport Management (NASSM)
2018 – 2019	Member – North American Society for Sport Economists (NASSE)

Community

2023	Key Volunteer – Special Olympics World Games – Berlin, Germany
2018	Faculty Coordinator – Breeder's Cup Economic Impact Study – Louisville, KY
2018	Volunteer Captain – IronMan Race Operations – Louisville, KY
2017 – 2018	Member – Butchertown Neighborhood Association – Louisville, KY
2017	Volunteer – CONCACAF Gold Cup Media Operations – Cleveland, OH
2017	Volunteer – International Champions Cup Broadcast Operations – Nashville, TN

2017 Volunteer – Rock n’ Roll Marathon Pre-race Operations – Nashville, TN
2017 Volunteer – OVC Basketball Tournament Event Operations – Nashville, TN

Honors

2023 Outstanding Paper Award Finalist – Journal of Issues in Intercollegiate Athletics
2018 – 2022 Faculty Favorite Award Nominee – University of Louisville
2021 – 2023 Student Champion Award Winner – University of Louisville
2020 Graduate Dean’s Citation – University of Louisville
2017 – 2018 University Fellowship Award – University of Louisville
2009 – 2010 Graduate Assistantship – University of Akron
2006 Senior Leadership Award – Youngstown State University
2003 – 2006 University Scholar Award – Youngstown State University

Professional Training

2024 Responsible Gaming Essentials – Front Office Sports
2023 ATHENA STRIDE Search Committee Chair Training – University of Louisville
2022 Modern Ticketing Essentials: Beyond the Ticket Certification – Front Office Sports
2022 Digital Media Academy – University of Louisville
2022 Learning Microsoft Power BI Desktop – LinkedIn Learning
2022 CEHD Mentoring Program – University of Louisville
2021 From Excel to Tableau – LinkedIn Learning
2021 Athlete Marketing Essentials: NIL Certification – Front Office Sports
2021 Google Analytics for Beginners Certificate – Google Analytics Academy
2020 ABI Anti-Racist Reading Circle – University of Louisville
2018 Delphi University: Principles of Online Course Design – University of Louisville