

ANNEMARIE FARRELL

Associate Professor, Sport Management
Stonehill College | Leo J. Meehan School of Business
320 Washington St.
North Easton, MA 02357

EDUCATION

- June 2006 **Doctor of Philosophy, Sport & Exercise Management**
The Ohio State University, Columbus, OH
Cognate: Sociology/Sport Humanities
- March 2004 **Master of Arts, Sport & Exercise Management**
The Ohio State University, Columbus, OH
Specialization Area: Higher Education & Student Affairs (HESA)
- May 2001 **Bachelor of Arts, Political Science; Sport Studies**
Mount Holyoke College, South Hadley, MA
Electoral Systems Emphasis

TEACHING & DEPARTMENT LEADERSHIP

Appointments

- August 2024-
Present **Associate Professor, Department of Sport Management**
Stonehill College (School of Business), North Easton, MA
Courses Taught:
- *Current Topics: Pro Sport*
 - *Applied Sport Event Management*
 - *Sport Marketing*
- August 2023-
August 2024 **Professor, Department of Sport Management**
Ithaca, College (School of Business), Ithaca, NY
- *Advanced Sport Marketing*
 - *Applied Sport Event Management*
 - *Business of Esports*
 - *Contemporary Issues in Sport Management*
 - *Current Issues in Professional Sport*
 - *Digital Marketing (Department of Marketing)*
 - *Digital Sport Marketing*
 - *From Cortaca to Fenway: Understanding Sport Fans (First Year Seminar)*
 - *Introduction to Sport Management*
 - *Introduction to Sport Media*
 - *Managing Sport Organizations (Master's Level)*
 - *Problems in Intercollegiate Athletics*
 - *Social Aspects of Sport*
 - *Sport Brands in Crisis*
 - *Sport Consumer Behavior & Sales*
 - *Sport Marketing (Master's Level)*
 - *Sport Marketing & Sales*
 - *Sport Policy*
 - *Sport Sales & Promotions*

August 2015- January 2022	<u>Chair, Department of Sport Management</u> Ithaca College (School of Business), Ithaca, NY
April 2018- August 2024	<u>Coordinator, Sport Marketing Concentration</u> Ithaca College (School of Business), Ithaca, NY
August 2012- August 2023	<u>Associate Professor, Department of Sport Management</u> Ithaca College, Ithaca, NY
May 2011- August 2015	<u>Chair, Department of Sport Management and Media</u> Ithaca College (School of Health Sciences & Human Performance), Ithaca, NY
August 2006- August 2012	<u>Assistant Professor, Department of Sport Management and Media</u> Ithaca College, Ithaca, NY

EXPERIENTIAL LEARNING & INDUSTRY PARTNERSHIPS

Recipient, 2020 Innovations that Inspire Award, AACSB International

- Recognized by global business education organization for successful implementation of a student inside sales team, serving as a powerful model of experiential learning, connecting curriculum, careers, and the larger community
- Advised students on decisions, staff hiring, strategy development, from brainstorming to completing financial transactions at the box office
- Achieved ticket sales exceeding Division III Football record, with 45,161 spectators in attendance

Coordinator, Sport Management Experiential Learning

- Developed and oversaw student practicum experiences at numerous high-profile events
 - 2024 Super Bowl (Las Vegas, NV)
 - 2023 Super Bowl (Glendale, AZ)
 - 2022 Syracuse Athletics (Syracuse, NY)
 - New York Islanders – Internship Project
 - Cornell Athletics – Women’s Hockey - Internship Project
 - 2022 Super Bowl (Los Angeles, CA)
 - DarkZero Esports – Spring 2021 Virtual Internship Project
 - Team Liquid - Twitch Properties – Fall 2020 Virtual Internship Project
 - NWHL – Twitch Properties – Fall 2020 Virtual Internship Project
 - 2020 Super Bowl (Miami, FL)
 - 2020 New York Jets Summer Events & Training Camp (Florham Park, NJ)
 - 2020 NCAA Men’s Basketball Final Four (Atlanta, GA) ***COVID cancelation*
 - 2019 Syracuse Athletics (Syracuse, NY)
 - 2019 Super Bowl (Atlanta, GA)
 - 2019 New York Jets Summer Events & Training Camp (Florham Park, NJ)
 - 2018 Winter Olympics (PyeongChang, South Korea)
 - 2018 MLB All-Star Game (Baltimore, MD)
 - 2018 NCAA Women’s Basketball Final Four (Columbus, OH)
 - 2017 Super Bowl (Houston, TX)
 - 2017 NFL Draft (New York, NY)
 - 2016 NCAA Women’s Basketball Final Four (Indianapolis, IN)
- Managed budget, travel logistics and student selection
- Worked with campus departments to navigate risk management issues
- Oversaw student application process and selection
- Facilitated trip meetings and prepared student contracts

AWARDS & HONORS

AACSB Innovations that Inspire Award (2020)
Nominee, Ithaca College Faculty Excellence Award (2017, 2019, 2021)
Nominee, NASSM Distinguish Educator Award (2018, 2019, 2020)
Inductee, Beta Gamma Sigma (2018)
HSHP Dean's Award (2012)

SCHOLARSHIP

Academic Print Publications

Farrell, A. (in review). Book Review: Research Handbook on Gender and Diversity in Sport Management: A Review. *International Journal of Sport Communication (IJSC)*

Farrell, A. & Madsen, R.M. (in press). Bowl Series (Updated). In Pedersen, P. (Ed.) *Encyclopedia of Sport Management*. Elgar Publishing

Madsen, R.M. & **Farrell, A.** (in press). Conference Realignment. In Pedersen, P. (Ed.) *Encyclopedia of Sport Management*. Elgar Publishing

Grappendorf, H., Veraldo, C., Grube, A.J. & **Farrell, A.** (2024). Mentoring in Salary Negotiations for Female Sport Management Students. *Advancing Women in Leadership Journal*, 43, 29/41.

Lower-Hoppe, L. M., **Farrell, A.**, Cioletti, A., Talcott, A., Rector, M., Brgoch, S. M., & Barcelona, R. J. (October, 2023). Risky business: Reopening recreational sport facilities during COVID-19. *Journal of Applied Sport Management*, 15(3).

Young, C., Rentner, T., **Farrell, A.** (2023). Concussion settlement and racial norming: The NFL fumbles into a crisis. *Social Issues in Sport Communication: In You Make the Call*. Second Edition, Routledge.

Lower-Hoppe, L., **Farrell, A.**, Barcelona, R., Brgoch, S., & Lowe, C. (2022). Reopening Collegiate Recreation During COVID-19: A Case Study of Plans and Policies. *Recreational Sport Journal*. 46(1), 16-30.

Grappendorf, H., Veraldo, C., **Farrell, A.**, & Grube, AJ. (2022). What female sport management professors think: Adherence to gender roles and the impact on salary negotiation. *Sport Management Education Journal*, 16, 4-16.

Rentner, T. L., Young, C. & **Farrell, A.** (2022). Racial norming in the National Football League's concussion settlement: A nested approach to addressing an ongoing crisis. *Proceedings of the International Crisis and Risk Communication Conference, Volume 5*, Orlando, FL: Nicholson School of Communication and Media. <http://www.doi.org/10.30658/icrcc.2022>

Madsen, R.M. & **Farrell, A.** (2021). Challenging Issues in Youth and High School Sports in the United States. In *International Sport Business Management: Issues and New Ideas*, Routledge, 65-90.

Farrell, A. (2021). Review of Changing the Game: My Career in Collegiate Sports Marketing. *Journal of Sport Management*, 35(5), 480-481.

Farrell, A. & Madsen, R.M. (2021). Bowl Series. In Pedersen, P. (Ed.) *Encyclopedia of Sport Management*. Elgar Publishing, 57-58.

Lower-Hoppe, L., Beattie, M., Wray, D., Bailey, R., Newman, T. & **Farrell, A.** (2020). The Relationships between Sport Club Activities and University and Member Attachment. *Recreational Sport Journal*, 44(1), 5-14.

Madsen, R.M. & **Farrell, A.** (2019). Do female coaches neutralize toxic masculinity? In Skolnikoff, J. & Engvall, R. (Eds.), *Respect on Campus*. Lexington Books, 71-79.

Farrell, A. (2018). Critical Issues in Global Sport Management: A Review. *International Journal of Sport Communication (IJSC)*, 11, 1, 141-144.

Farrell, A. (2016). The Black Press and Black Baseball, 1915-1955 - A Devil's Bargain: A Book Review. *International Journal of Sport Communication (IJSC)*, 9, 534-535.

Farrell, A. (2015). Major League Baseball. In Dodds & Reece (Eds.) *Sports Leadership: A Concise Reference Guide*. Golson Media, 121-124.

Farrell, A. (2015). Iconic Branding. In Wherry & Schor (Eds.) *The SAGE Encyclopedia of Economics and Society*, SAGE Publications, Inc, 899-901.

Fink, J., Burton, L., **Farrell, A.**, & Parker, H. (2012). Playing it out: Female intercollegiate athletes' experiences in revealing their sexual identities. *Journal for the Study of Sports and Athletes in Education*, 6, 83-106.

Farrell, A., Fink, J., & Fields, S. (2011). Women's Sport Spectatorship: An Exploration of Men's Influence. *Journal of Sport Management (JSM)*, 25, 190-201.

Farrell, A. & Dutton, C. (2011). WNBA (Women's National Basketball Association). In Swayne, L. (Ed.) *Encyclopedia of Sports Management and Marketing*. SAGE Publishing, 756-758

Farrell, A. (2011). College Basketball. In Stange & Oyster (Eds.) *Multimedia Encyclopedia of Women in Today's World*. SAGE Publishing, 131-132.

Farrell, A. (2011). Fan Attendance, Motives. In Swayne, L. (Ed.) *Encyclopedia of Sports Management and Marketing*. SAGE Publishing, 97-98.

Haines, D., Kaiser, K., & **Farrell, A.** (2009). How to Develop and Administer a College Recreational Sports Graduate Administrative Research Program, *Recreational Sports Journal (RSJ)*, 33, 35-42.

Quatman, C., **Farrell, A.**, Parker, H., & Fink, J. (2007). Your Team Is My Team: A Social Network Approach to Sport Marketing. In Keillor, B. (Ed.) *Marketing in the 21st Century: Integrated Marketing Communication*. Praeger Publishing, 24-41.

Haines, D. & **Farrell, A.** (2006). The Perceived Barriers to Research in University Recreational Sports. *Recreational Sports Journal (RSJ)*, 30, 116-125.

Academic Presentations

Farrell, A., Grappendorf, H. (March 2023). How did they do it? Explaining soaring WNBA viewership during the COVID-19 pandemic. Accepted for presentation at the *World Association of Sport Management Conference (WASM)*, Doha, Qatar. (*Conference was postponed from 2022 to 2023 due to pandemic*)

Farrell, A. (January 2023). The Future of Women's Rugby: Trends and Challenges. Presented as Pre-Conference Workshop at Women's Rugby Coaches & Referees Association, hosted by the United States Women's Rugby Foundation, Alexandria, VA.

Young, C., Rentner, T., **Farrell, A.** (March 2022). Racial Norming in the National Football League's Concussion Settlement: A Nested Model to Addressing an Ongoing Crisis. Accepted for presentation at the *12th Annual International Crisis and Risk Communication Conference (ICRCC)*, Orlando, FL.

Parker, H., Grappendorf, H., **Farrell, A.**, Newell, E. (May 2020). Why WIN? Motives and Benefits to Members of Women in NASSM. Accepted for presentation at the meeting of the North American Society for Sport Management (NASSM), San Diego, CA. **Online due to COVID

Colles, C., Moorman, A., Grappendorf, H., Parker, H., **Farrell, A.** (October 2019). Triumphs and Challenges of Faculty-Led Study Abroad. Presented at the World Association of Sport Management (WASM), Santiago, Chile.

Grappendorf, H., **Farrell, A.**, Madsen, R., Veraldo, C., Pitts, B. (June 2019). Taking advantage of the opportunity: negotiation strategies for women in sport management. Presented at the meeting of the North American Society for Sport Management (NASSM), New Orleans, LA.

Seaquist, G., Bramhandkar, A., **Farrell, A.**, Madsen, R. (October 2018). Opening the Floodgates: The Economics of Legalized Gambling. Presented at the annual meeting of the New York State Economics Association (NYSEA), Rochester, NY.

Grappendorf, H., **Farrell, A.**, Itoh, M., Ogasawara, E. (May 2018). Developing Female Leaders in Sport: Perspective from Sport Management. Presented at the 7th IWG World Conference on Women and Sport, Gaborone, Botswana.

Farrell, A. (June 2017). Big League: How American Sport Explains the Rise of Donald Trump. Presented at Global Issues and New Ideas in Sport Management Summit of the World Association of Sport Management (WASM), Kaunas, Lithuania.

Farrell, A., Madsen, R., Grappendorf, H., Parker, H., Borland, J. (June 2017) Lessons learned: Navigating the application process and succeeding at teaching-focused institutions. Presented at the annual meeting of the North American Society for Sport Management (NASSM), Denver, CO.

Farrell, A. (May 2017). Articulating our Worth: Women's Rugby, Marketability, & the Power of Perception. Presented as a keynote address at Women's Rugby Forum, hosted by the United States Women's Rugby Foundation, Providence, RI.

Farrell, A. (June 2016). Debating classroom debates: Structures, rubrics & integrating the entire class in partner debates. Teaching lesson plan presented as part of the Teaching & Learning Fair at the annual meeting of the North American Society for Sport Management (NASSM), Orlando, FL.

Grappendorf, H. & **Farrell, A.** (May 2016). Watching the 2015 USA Women's National Team in World Cup Play: A Guy's Perspective. Paper accepted for presentation at the annual International Conference on Sports: Economic, Management, Marketing & Social Aspects. Athens, Greece.

Farrell, A. (October 2014). Exploring female sport management faculty experiences across the globe: Discussion and dialogue. Paper presented at the annual meeting of the World Association for Sport Management (WASM), Madrid, Spain.

Farrell, A. (November 2013). Shhhhhh: Sport, Culture and the Secrets We Share. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), New Orleans, LA

Farrell, A. (May 2013). A Day Without Sports: Student Fan Challenge Assignment. Teaching lesson plan presented as part of the Teaching & Learning Fair at the annual meeting of the North American Society for Sport Management (NASSM), Austin, TX.

Farrell, A. (May 2012). They Only Call Me Coach: Reflections, Perceptions and Lessons From The Men's Sideline. Paper presented at the SHARP: Title IX at 40, Progress and Promise, Equality for All Conference. Ann Arbor, MI.

Farrell, A. (May 2012). The Fog of Management: Utilizing film to address leadership challenges in the sport industry. Teaching lesson plan presented as part of the Teaching & Learning Fair at the annual meeting of the North American Society for Sport Management (NASSM), Seattle, WA.

Farrell, A. & Fink, J. (June 2011). Female Fans of Men's Sport: Does Their Interest Carry Over to Women's Sport? Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), London, Ontario.

Fink, J., Burton, L., **Farrell, A.** & Parker, H. (June 2011). "Out" Female Intercollegiate Athletes: Factors Leading to Athletes' Ability to be "Out" in Sport. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), London, Ontario.

Jones, M. & **Farrell, A.** (June 2011). Traditional vs. Non-Traditional Sport Marketing: the convergence of comedy, pop-culture and corporate sponsorships. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Ontario, Canada.

Farrell, A. (November 2010). Bringing up Baby: An Examination of Sport Fan Indoctrination Videos. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), San Diego, CA.

Farrell, A., Parker, H. & Lee, C. (June 2010). Investigating Spectator Motivation of New Sport Franchises. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Tampa Bay, FL.

Fields, S., & **Farrell, A.** (November 2009). Going Pro: Separating Business from Education in College Sport. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), Ottawa, Canada.

Farrell, A. & Parker, H. (June 2009). Ambivalent Sexism and Attitudes Toward Women's Sport. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Columbia, SC.

Farrell, A. & Dickens, M. (March 2009). Transforming the Playing Field: Transgender Participation Policies and the Case of USA Rugby. Paper presented at the Sport, Sexuality, and Culture Conference, Ithaca, NY.

Parker, H. & **Farrell, A.** (October 2008). Understanding and challenging homophobia in sport. Paper presented at OUTSpoken: LGBT Leadership Conference. Syracuse, NY.

Strode, J., & **Farrell, A.** (November 2007). Promotional Goals of Women's Sports at Division II and III Institutions. Paper presented at the annual meeting of the Sport Marketing Association (SMA), Pittsburgh, PA.

Quatman, C., **Farrell, A.,** & Parker, H. (June 2007). A Qualitative Look at the Role Social Networks Play in Sport Consumer Behavior. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Fort Lauderdale, FL.

Farrell, A. (June 2007). Why Women Don't Watch Women's Sports. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Fort Lauderdale, FL.

Farrell, A. & Quatman, C. (April 2007). Social Network Perspectives: A new framework on Collective Deviance in Sport. Paper presented at the Clemson Symposium on Civility, Sports, and Society, Clemson, SC.

Farrell, A., & Parker, H. (March 2007). Lesbians, Lay-ups, and Little Excitement: Perceptions of Women's Basketball. Paper presented at the Girls and Women Rock: Celebrating 35 Years of Sport and Title IX Symposium, Cleveland, OH.

Farrell, A., & Quatman, C. (November 2006). Social Networks, Rioters and Hooligans: A New Framework on Burning Couches and Busted Cars. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), Vancouver, Canada.

Fink, J., **Farrell, A.,** Parker, H., & Quatman, C. (June 2006). The Importance of Social Relationships in Marketing Women's Sports: A Social Network Framework for Sport Consumption Behavior. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Kansas City, MO.

Farrell, A. (October 2005). Considering Female Consumer Disinterest in Women's Sport: An Interdisciplinary Perspective. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), Winston-Salem, NC.

Chawansky, M., **Farrell, A.,** & Parker, H. (February 2005). Minivans, Bleachers, and Too Many Tournaments to Remember: Post-Title IX Reflections. Paper presented at Women and Sport: Before, During, and After Title IX: An interdisciplinary symposium celebrating the past, present, and future of women's sport, Bowling Green, OH.

Haines, D. & **Farrell, A.** (April 2005). The Perceived Barriers to Research in University Recreational Sports. Paper presented at the annual meeting of the National Intramural-Recreational Sports Association (NIRSA), Orlando, FL.

Farrell, A. & Strode, J. (November 2004). Coaching: Building a Competitive and Successful Program. Paper presented at the annual meeting of Ohio Association for Health, Physical Education, Recreation and Dance (OAHPERD). Columbus, Ohio.

Farrell, A. & Quatman, C. (November 2004). The College Admission Process: Considerations for Student-Athletes. Paper presented at the annual meeting of Ohio Association for Health, Physical Education, Recreation and Dance (OAHPERD). Columbus, Ohio.

Invited Lectures & Presentations

Farrell, A. (January 2024). "Storytellers: Women's Rugby Legacies – Women's Rugby Coaches & Referees Association (WRCRA)

Farrell, A. (January 2020). "Fired for Being Too Good: A Discussion with Shannon Miller." – Women's Rugby Coaches & Referees Association (WRCRA)

Farrell, A. (January 2020). "Storytellers: Women's Rugby Legacies – Women's Rugby Coaches & Referees Association (WRCRA)

Farrell, A. (December 2018). "Creating a Culture of Philanthropy in Rugby: Establishing, Managing and Growing a Rugby Endowment" – Women's Rugby Coaches & Referees Association (WRCRA)

Farrell, A. (December 2018). "Expanding our reach: Coaching boys and men" – Women's Rugby Coaches & Referees Association (WRCRA)

Farrell, A., Grappendorf, H., Hums, M. (May 2012). "Reflections on Tenure & Promotion" – Women in Sport Management (NASSM)

Farrell, A. (March 2012). "Social Issues in Sport" – Sociology 101, Cornell University

Farrell, A. (June 2011). "NBA Collaborative Research" – Doctoral Seminar, The Ohio State University, Sport Management

Farrell, A. (May 2010). "Women's Sport Viewership" – Doctoral Seminar, The Ohio State University, Sport Management

Farrell, A. (April 2006). "Sport Heroes" – Sport for the Spectator course, The Ohio State University

Farrell, A. (April 2005). "Sport Heroes" – Sport for the Spectator course, The Ohio State University

Farrell, A. (November 2004). "Homophobia in Sport" – Columbus State Community College

Reviewer Duties

Book Reviewer:

- Holcomb Hathaway Publishers (2007)

Guest Reviewer:

- Sport Management Review (2012)
- NASSM Student Paper Award (2011)
- Journal of Sport Management (2017, 2014, 2013, 2011, 2010)
- Sport Management Review (2011)
- Sex Roles (2013, 2010)
- Women's Sport and Physical Activity Journal (2009)
- Sociology of Sport Journal (2014, 2012, 2007)

Abstract Reviewer:

- NCUR – National Conference on Undergraduate Research (2010)
- Sport, Sexuality, and Culture Conference (2009)
- Girls and Women Rock: Celebrating 35 Years of Sport and Title IX Symposium (2007)

Survey Review, Panel of Experts:

- National Association of Girls and Women in Sport Diversity Survey

ALUMNI OUTREACH & CAREER DEVELOPMENT

Minicourses Developed/Taught with Alumni Partners

- Spring/Summer 2020: *Sport Industry Expert Series* (Virtual – Weekly Zoom speakers/panels)
- Spring 2019: *The Business of Esports* (Chad DeLuca, Twitch)
- Fall 2018: *MSG Sales Seminar* (Brendan Long, Madison Square Garden)
- Spring 2018: *Brand Called You: Professional Development Seminar* (1.5 credits)
- Spring 2017: *Brand Called You: Professional Development Seminar* (1.5 credits)
- Spring 2015: *Marketing with the Mets* (Michelle Price, New York Mets)
- Spring 2013: *Sport Sales Seminar* (Troy Tutt – New York Yankees)

Alumni/Industry Networking Events

- Spring 2020: New York Yankees Inside Sales, Miami Marlins Inside Sales, Twitch Programming
- Fall 2019: Charlotte Hornets Inside Sales, New York Mets MVP Services, Major League Baseball

- Spring 2019: Atlanta Braves Baseball Ops, Atlanta Hawks Inside Sales, Turner Sports Live Events
- Fall 2018: New York Mets Inside Sales, NASCAR Careers, MLS Sales Academy
- Spring 2018: Boston Network Night, New York Yankees, Boston Celtics

Career Development Seminars Delivered

- Fall 2021: *Resume Boot Camp*
- Spring 2020: *Resume Boot Camp, A+ Cover Letters, Interviewing Smart*
- Fall 2019: *Resume Boot Camp, A+ Cover Letters, Interviewing Smart, Meet the Firms NYC Trip*
- Spring 2019: *Resume Boot Camp, Interviewing Smart, Meet the Firms- NYC Trip*
- Fall 2018: *Careers in Sport Symposium, Resume Boot Camp; A+ Cover Letters, Etiquette Dinner*
- Spring 2018: *Marketing Technologies in Sport Industry; Resume Boot Camp, A+ Cover Letters*
- Fall 2017: *Careers in Sport Symposium, Resume Boot Camp, A+ Cover Letters, Meet the Firms NYC Trip*
- Spring 2018: *Marketing Technologies in Sport Industry; Resume Boot Camp, A+ Cover Letters*
- Fall 2018: *Careers in Sport Symposium, Resume Boot Camp, A+ Cover Letters, Meet the Firms NYC Trip*

SERVICE ACTIVITIES

Appointed Academic Governing Councils

- | | |
|-----------------------------|--|
| October 2016-
June 2017 | <p><u>Committee Member, NASSM Strategic Planning Working Group</u>
<i>North American Society of Sport Management</i></p> <ul style="list-style-type: none"> • Analyze membership survey data to inform long-term planning • Collaborate with peers to generate ideas and solutions to problems facing organization • Develop 5-year plan and coordinate communication strategies |
| February 2011-
June 2012 | <p><u>Faculty Co-Chair, IC 20/20 Strategic Planning Steering Committee</u>
<i>Ithaca College, Ithaca, New York</i></p> <ul style="list-style-type: none"> • Worked with Provost to oversee completion, organization and delivery of strategic plan document for Trustee Board approval • Presented ideas and timeline to faculty for consultation and feedback • Represented faculty voice on steering committee |

College-wide Committee Service (Ithaca College)

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|-----------------|---|
| 2017-2024 | Member, Dana Professorship Selection Committee |
| 2019-2024 | Member, All-College Tenure & Promotion Committee |
| 2019-2023 | Faculty Mentor, HEOP Program |
| 2019-2021 | Member, Faculty in Residence Selection Committee |
| 2019-2024 | Advisor, Sport Sales Club |
| 2018-2019 | Chair, Cortaca 2019 Integrative Learning Working Group |
| 2012-2024 | Member, Club Sport Committee |
| 2017-2020 | Member, Facility Planning Committee |
| 2012-2014 | Member, IC 20/20 Advisory Committee |
| 2013-2015 | Member, Ad Hoc Committee on Academic Advising |
| Spring 2012 | Member, Center for Faculty Excellence Director Search Committee |
| 2010-2013 | Member, College Marketing Advisory Committee |
| 2010-2012 | Advisor, Sport Marketing Club |
| Summer 2011 | Member, Recreational Sports Club Coordinator Search Committee |
| Spring 2011 | Member, Mascot Selection Task Force |
| Spring 2009 | Member, Planning Committee - Sport, Sexuality, and Culture Conference |
| 2007, 2009-2010 | Member, Sport Club Task Force |
| 2007-2008 | Member, Homophobia in Sport Committee |

School Service (School of Business)

2020-2021	Chair, Faculty Governance Committee
2018-2019	Co-chair, Teaching & Advising Evaluation Task Force
2017-2018	Member, Faculty Governance Committee
2017-2021	Member, Business Dean Advisory Council
2017-2023	Member, Curriculum, Policy and Assessment Committee
2016-2017	Co-chair, Sport Management Transition – School of Business Working Group
2016-2018	Member, Tenure & Promotions Review Committee

School Service (School of Health Sciences & Human Performance)

2012-2016	Member, HSHP Assessment Committee
2011-2016	Member, HSHP Space Allocation Committee
2017-2018	Member, Faculty Governance Committee

Department Service (Sport Management)

2010-2017	Representative, HSHP Assessment Committee
2006-2024	Department Representative, Office of Admissions Open House
2007-2009	Facilitator, IC First-year and Transfer Orientation Advising
2008-2024	Department Representative. IC Person to Person Recruitment Program
2009-2017	Department Representative, IC Peers Online Community
2011-2012	Member, Sport Media/Management Faculty Search Committee
Fall 2010	Member, Department Administrative Assistant Search Committee
Spring 2010	Member, Sport Media Faculty Search Committee
Spring 2009	Chair, Sport Management Faculty Search Committee
Spring 2009	Member, Sport Media Faculty Search Committee
2007-2008	Co-Facilitator, Beijing 2008 Olympic News Service Student Experience

Professional Service

2009-2024	Vice President, Women in NASSM (WIN)
2014-2019	Newsletter Editor, WASM
2010-2012	Member, USA Rugby Women's Strategic Planning Committee

RUGBY COACHING

February 2009-
May 2024

Head Coach, Ithaca College Men's Rugby

Ithaca College, Ithaca, NY

- Led program to #5 national ranking in 2019
- Facilitate all aspects of player and game management for collegiate men's program
- Oversee practice and game schedule, coordinating drills to expand individual, unit and team skills
- Develop and implement risk management structure for program

June 2009-
May 2020

Head Coach, President & Founder, Ithaca Avengers Women's Rugby

Ithaca, NY

- Created community-based rugby program for female adult population
- Oversaw program marketing, recruitment, player development, risk management and team sponsorships
- Network with local resources to maintain successful program

INTERNATIONAL/DOMESTIC RUGBY MANAGEMENT

Manager, Women's Eagles 15s (World Cup Squad)

- 2022 World Cup (New Zealand)
- 2022 Atlanta Residency
- 2022 PAC4 Tournament (New Zealand)
- 2016 NASC (University of Northern Colorado)
- 2016 NASC (Lakeland, Florida)
- 2015 Winter Camp (Lakeland, Florida)
- 2014 CanAM (Glendale, CO)
- 2013 Nations Cup (Oakville, Canada)
- 2013 June Camp (Washington, DC)

Manager, Women's Collegiate All-Americans 15s

- 2019 All-Star Week (University of Northern Colorado)
- 2016 Stars & Stripes (University of Utah)
- 2010 NASC (Blaine MN)

Manager, Women's Collegiate All-Americans 7s

- 2019 7s National Development Invitational Tournament (Little Rock, Arkansas)

Manager, Girls High School All-Americans 7s

- 2018 CAN-AM Future's Tournament (Lake Placid, NY)

Manager, Girls High School All Americans 15s

- 2018 Winter Camp (Chula Vista, CA)
- 2017 Stars & Stripes (Casa Grande, Arizona)
- 2017 CanAM Series (Ottawa, Canada)

Manager, Women's Junior All-Americans 15s

- 2018 Winter Camp (Chula Vista, CA)
- 2017 Stars & Stripes (Casa Grande, Arizona)
- 2017 CanAM Series (Ottawa, Canada)

Manager, Northeast Academy Women's 7s

- 2019 Rugby Barbados World 7s (Bridgetown, Barbados)
- 2019 7s National Development Invitational Tournament (Little Rock, AR)
- 2019 Las Vegas Invitational (Las Vegas, NV)
- 2018 NY Sevens (New York City, NY)

WORLD RUGBY COACHING ACCREDITATION

World Rugby Coach Educator (September 2016)

Elite Coach Development Program (June 2015)

Certified USA Rugby Level 300 Coach (June 2009)

Certified USA Rugby Level 200 Coach (February 2001)

PROFESSIONAL AFFILIATIONS

Beta Gamma Sigma

World Association for Sport Management (WASM)

North American Society for Sport Management (NASSM)

North American Society for the Sociology of Sport (NASSS)

Women's Rugby Coaching and Referee Association (WCRA)

US Women's Rugby Foundation

USA Rugby Coaches Association