

Brett Anderson, M.S.
Instructor | Doctoral Candidate (Sport Management & Policy)

Ramsey Center, University of Georgia
Athens, GA 30602
Email: baanders@uga.edu | Phone: 304-276-8709
(Revised August 1, 2026)
ORCID: 0009-0002-0807-7806

Professional Profile

Sport management educator and applied sport industry professional with 17+ years of leadership experience across NCAA Division I athletics, major junior, and international sport systems. Experienced in sponsorship activation, intercollegiate athletics governance, athlete career development, and event operations. Proven record of translating industry practice into high-engagement undergraduate and graduate instruction aligned with contemporary sport business environments.

Education

- **University of Georgia** – Doctoral Candidate (ABD), Sport Management & Policy | Expected completion: 2026
- **West Virginia University** – Master of Science in Coaching Studies
- **York University** – Bachelor of Arts, Psychology (Honors, Summa Cum Laude)
- **University of Alberta** – Bachelor of Physical Education/Kinesiology
- **Red Deer College** – Associate Degree, Kinesiology-Sport Management

Academic Leadership & Applied Program Experience

- **Internship & Experiential Learning Support:** Contributed to student experiential learning through mentorship, career guidance, and applied project support across sport settings; experienced coordinating student development opportunities with sport organizations and staff to achieve defined learning outcomes.
- **Program & Curriculum Support:** Supported course development and delivery within sport-focused curricula; experienced designing structured learning plans, assessment strategies, and skills-based instruction aligned with program objectives.
- **Student Advising & Mentorship:** Regularly advise and mentor students on professional development, leadership, and career pathways; provide individualized coaching and support to promote student success and retention.
- **Industry Partnership Development:** Built and sustained relationships with coaches, administrators, and sport organizations across North America and Europe to create pathways for experiential learning, recruitment, and professional networking.

- **Recruitment & Outreach:** Experience supporting recruitment and retention initiatives through outreach, student engagement, and relationship-building with key stakeholders in sport and education settings.

Leadership & Governance:

- **Board Member, University of Georgia Hockey Foundation** – Contribute to organizational oversight, strategic planning, and program support through collaborative governance and stakeholder coordination.
- **Board Member, Atlanta Amateur Hockey League** – Support league governance, operational decision-making, and community engagement initiatives; collaborate with league leadership and member organizations to advance participation, development pathways, and organizational sustainability.
- **Operational Coordination:** Demonstrated strength in managing logistics, communication, and planning across multi-stakeholder environments (athletics, academic units, and external partners), ensuring reliable follow-through and consistent student-facing outcomes.

University Teaching Experience (Instructor of Record for Undergraduate Sport Management and Physical Education Based Courses)

Primary Sport Management Teaching Experience:

KINS 3430 – Introduction to Sport Management (Instructor of Record)

- Integrated sponsorship case analysis, intercollegiate governance structures, career development planning, and applied sport marketing frameworks into course delivery.

University of Georgia – Instructor of Record

- PEDB 1300 – Beginner Swimming (x2) – Fall 2022
- PEDB 1310 – Intermediate Swimming – Fall 2022
- PEDB 1350 – Beginner Tennis – Fall 2022
- PEDB 1300 – Beginner Swimming – Spring 2023
- PEDB 1940 – Fitness for Life Swimming (x2) – Spring 2023
- PEDB 1230 – Beginner Racquetball – Spring 2023
- PEDB 1940 – Fitness for Life Swimming – Fall 2023
- PEDB 1080 – Beginner Bowling (x3) – Fall 2023
- PEDB 1230 – Beginner Racquetball – Spring 2024
- PEDB 1380 – Beginner Volleyball (x2) – Spring 2024
- PEDB 1390 – Intermediate Volleyball – Spring 2024
- PEDB 1080 – Beginner Bowling (x3) – Fall 2024
- PEDB 1800 – Beginner Pickleball – Fall 2024
- KINS 3430 – Introduction to Sport Management – Spring 2025

- PEDB 1080 – Beginner Bowling – Spring 2025
- PEDB 1380 – Beginner Volleyball – Spring 2025
- PEDB 1300 – Beginner Swimming Fall – 2025
- PEDB 1380 – Beginner Volleyball (x3) – Fall 2025
- PEDB 1380 – Beginner Volleyball (x3) – Spring 2026
- PEDB 1080 – Beginner Bowling – Spring 2026

Industry & Applied Professional Experience

Sport Administration, Consulting, & Leadership Experience

Athletics/Hockey Consultant, North America/Europe

May 2020-Present

- Serving as mentor, consultant, and advisor to multiple NCAA Collegiate, Junior, and professional coaches and athletics programs
 - Specializing in NCAA athletics governance, sponsorship and recruitment strategy, athlete career development, program growth, and organizational leadership across U.S. and international sport systems.
 - Experienced in Canadian, American, and European athletics and hockey landscapes, particularly in Canadian Junior and American Collegiate levels
- **Experiential Learning & Internship Pathways:** Extensive experience creating, supporting, and advising experiential learning pathways for students through applied sport environments, including collegiate athletics, junior and professional sport organizations, community sport programs, and international sport systems. Routinely mentor students and early-career professionals on career navigation, placement, and professional readiness.
 - **Industry Relationship Development:** Established and sustained long-term professional relationships with coaches, administrators, executives, and governing bodies across NCAA athletics, junior and professional hockey, national sport organizations, and international sport systems. These relationships support internship access, experiential learning opportunities, and professional networking for students.
 - **Program Development & Applied Leadership:** Led and contributed to the development of sport programs and initiatives emphasizing athlete development, organizational growth, and operational sustainability. Experience includes coordinating multi-stakeholder initiatives, supporting recruitment and retention strategies, and aligning program objectives with educational and developmental outcomes.

- **Applied Mentorship & Career Advising:** Provide ongoing mentorship to student-athletes, coaches, and aspiring sport professionals focused on career planning, leadership development, academic–athletic balance, and post-sport career transitions. Emphasis on translating sport participation into transferable professional skills.
- **International & Cross-Cultural Sport Experience:** Professional experience across North America and Europe within diverse sport systems, offering students and colleagues a global perspective on sport governance, development pathways, and organizational structures.
- **Community & Organizational Engagement:** Experience working with community-based sport organizations and governing bodies to expand participation, improve access, and support long-term program sustainability through education, outreach, and applied research.

Awards and Honors

- Department Nominee, **Outstanding Teaching Assistant Award**

Selected by the Department of Kinesiology to represent the Mary Frances Early College of Education in the university-wide OTA Award competition, *University of Georgia*, 2025

Teaching Evaluations

University of Georgia — Instructor of Record

Courses Taught by Semester:

- Fall 2022: PEDB 1350 – Beginner Tennis (4.85/5) | PEDB 1310 – Intermediate Swimming (4.91/5) | PEDB 1300 – Beginner Swimming (4.95/5, 4.56/5)
- Spring 2023: PEDB 1940 – Fit for Life Swimming (4.88/5, 4.89/5) | PEDB 1300 – Beginner Swimming (4.89/5) | PEDB 1230 – Beginner Racquetball (4.70/5)
- Fall 2023: PEDB 1940 – Fit for Life Swimming (4.77/5) | PEDB 1080 – Beginner Bowling (4.91/5, 4.89/5, 4.92/5)
- Spring 2024: PEDB 1380 – Beginner Volleyball (4.83/5, 4.89/5) | PEDB 1390 – Intermediate Volleyball (4.90/5) | PEDB 1230 – Beginner Racquetball (4.93/5)
- Fall 2024: PEDB 1800 – Beginner Pickleball (4.75/5) | PEDB 1080 – Beginner Bowling (4.84/5, 4.93/5, 4.79/5)
- Spring 2025: PEDB 1380 – Beginner Volleyball (4.98/5) | PEDB 1080 – Beginner Bowling (4.91/5) | KINS 3430 – Introduction to Sport Management (4.73/5)
- Fall 2025: PEDB 1300 – Beginner Swimming (4.64/5) | PEDB 1380 – Beginner Volleyball (4.75/5, 4.89/5, 4.95/5)

Select Student Feedback

“Hands down one of the best people I have met at UGA. Treats every student with respect and individuality. Goes above and beyond his duties.”

“Coach Brett structured this class so everyone, at all levels, could get the most out of it. He encouraged me to push myself and improve each week.”

“This class rekindled my love for the sport and introduced me to lifelong friends. Coach Brett created an environment that made us want to come to class every day.”

“The most understanding, genuine, and compassionate faculty member I have met at UGA.”

“Instruction was clear, concise, and easy to understand. My expectations were far exceeded.”

“Kind, encouraging, and invested in every student’s progress. If I wasn’t graduating, I’d take another class with him.”

“Professor Anderson was one of my favorite teachers I’ve had at UGA so far, was truly a great leader in the classroom and taught in a very productive and helpful way. Truly cares about his students more than any teacher I’ve seen at UGA so far.”

“Professor Anderson was one of the best professor/teachers I have ever had. He made coming to class fun and interesting. He was one of the first professors I have witnessed that engages his students the way he does. He always came to class ready to teach and discuss sports. Throughout the semester I am aware he was in a very bad car accident and was still at class the next day and didn’t even seem affected. I can say I truly look up to Professor Anderson and I am very glad I was able to take his course. I will always remember his class and the enthusiasm he brought on a day-to-day basis. He is someone you want at your university, especially teaching sports management. Overall, he is a great professor and an even better human being.”

Research Contributions

Peer-Reviewed Journal Articles

Anderson, B. A., Seiler, S., & Baker, T. (2026). Pull factors of college selection: The role of club sports in student enrollment decisions. *Journal of Issues in Intercollegiate Athletics* (in press).

Peymanfar, M. H. P., Anderson, B., Mahmudabadi, Z. Z. M., & Aghaei, N. A. (2024). The impact of entrepreneurial climate on the entrepreneurial intention of physical education students: The mediating role of creative thinking. *Sports Business Journal*, 5(2), 59–71. <https://doi.org/10.22051/sbj.2024.47730.1173>

Awards

Best Paper Award, Global Sport Business Association Conference (2026).

Awarded for “Pull Factors of College Selection: The Role of Club Sports in Student Enrollment Decisions.”

Thank a Professor: January 7, 2026- [Anonymous], Center for Teaching and Learning, University of Georgia

University of Georgia Faculty and Staff Appreciation- Georgia Football, Spring 2025, University of Georgia Athletics Association, University of Georgia

Book Contributions & Reviews

Anderson, Brett A. (2026) "Book Review - Esports Business Management 2nd Edition," Global Sport Business Journal: Vol. 11: Iss. 1, Article 7.
Available at: <https://scholarworks.sfasu.edu/gsbj/vol11/iss1/7>

Robertson, J. G., & Madden, C. T. (2024). Five Overtimes: The Habs and the Leafs in the 1951 Stanley Cup Finals. McFarland & Company. (Contributing Reviewer: Tanya K. Jones, Olaf Stieglitz, John Wong, Brett Anderson).

Contributing Author: Chen, S., Zhang, J., Anderson, B., Zhao, T. (2022). Metaverse Marketing in Sport.

Contributing Author: Digital Marketing in Sports: Global Perspectives (2023).

Media Mentions

Coursicle Student Reviews- <https://www.coursicle.com/uga/?professor=Brett+Anderson&type=reviews>

Canadian Hockey League News Article- <https://chl.ca/whl-rebels/lamoureux-leaves-rebels-coaching-staff-team-hires-brett-anderson/>

West Virginia University Grant-Morgantown Hockey Association- <https://media.appliedhumansciences.wvu.edu/stories/2021/04/19/increasing-sport-partnerships>

<https://media.appliedhumansciences.wvu.edu/stories/2021/04>

Conference Proceedings & Presentations

Anderson, B. A., Seiler, S., & Baker, T. (2026, February 9–13). Pull factors of college selection: The role of club sports in student enrollment decisions. Paper presented at the Global Sport Business Association Conference – Ideas in Motion, Celebrity Cruise Line “Reflection of the Seas.” Recipient of Best Paper Award.

Anderson, B. A., & Baker, T. (2026, February 9–13). NCAA vs. CHL: Elite hockey players' development pathway decisions in the era of NIL and eligibility reform. Paper presented at the Global Sport Business Association Conference – Ideas in Motion, Celebrity Cruise Line “Reflection of the Seas.”

Anderson, B. A., & Scully, A. (2025, November). CHL–NCAA collaboration and NHL outcomes: An insider's perspective. Paper presented at the North American Society for the Sociology of Sport (NASSS) Annual Conference, Seattle, WA.

Anderson, B. A., Seiler, S., & Baker, T. (2025, February 23). Pull factors of college selection: Is there a relationship between college attendance and the ability to play club sports? Paper presented at the Global Sport Business Association Conference, Nassau, Bahamas.

Anderson, B. A., & Zhang, J. J. (2022). Volunteer coaches as a critical segment of human resources for youth and amateur sports: A review of literature. In H. H. Bo, I. Valantine, S. Seiler, D. J. F. Anderson, T. T. Zhao, C. Hogg, T. Bradbury, K. Swart-Arries, & J. J. Zhang (Eds.), *Global and Local Perspectives of Sport Management: Book of Abstracts* (p. 90). Lithuania Sports University.

Chen, S. S., Jiang, Z., Anderson, B. A., Zhao, T. T., & Johnson, L. M. (2022). Promoting sports business in the metaverse: An overview. In H. H. Bo, I. Valantine, S. Seiler, D. J. F. Anderson, T. T. Zhao, C. Hogg, T. Bradbury, K. Swart-Arries, & J. J. Zhang (Eds.), *Global and Local Perspectives of Sport Management: Book of Abstracts* (pp. 267–268). Lithuania Sports University.

Lead Investigator: Case Study of the Arizona State University Hockey Program (2023).

Abstract submission: NASSM 2023, Volunteer Coaches.

Poster presentation: NASSM 2023, Volunteer Coaches (Anderson, B., & Zhang, J., 2022).

Guest Lectures

Anderson, B. (2022, March 24). Ice hockey around the world [Conference presentation]. 16th Annual Global Educational Forum: Sport, Development, and Culture in the Global South: Impact and Challenges of Globalization, University of Georgia, Athens, GA, United States. <https://coe.uga.edu/events/2022/03/global-educational-forum>

April 5, 2023 – Guest Lecturer, KINS 3430 – Introduction to Sport Management, University of Georgia.

April 26, 2023 – Guest Lecturer, KINS 3430 – Introduction to Sport Management, University of Georgia.

Anderson, B. (2023, March 30). Physical activity across the lifespan [Conference presentation]. Global Educational Forum, University of Georgia, Athens, GA, United States. <https://coe.uga.edu/events/2023/03/global-educational-forum>

Funded Projects

August 2020 – May 2022 – Morgantown Hockey Association – Funded by the Morgantown Hockey Association to expand and promote the sport of ice hockey in West Virginia. Responsibilities included conducting applied research, leading community-based programming, and serving as Graduate Assistant through West Virginia University.

Grants

Research Grant Recipient, Global Sport Business Association Conference (2026).
Awarded competitive funding to support presentation of refereed research paper. \$900

Primary Investigator: Dr. Kristen Dieffenbach; Secondary Investigators: Dr. Lindsay Hammond, Brett Anderson. West Virginia University – Morgantown Hockey Association. Funded by USA Hockey and the Morgantown Hockey Association. Total Award: \$60,000.

- Led strategic growth initiatives that increased Morgantown Hockey Association participation by nearly 400% over a two-year period.
- Implemented athlete development programs that produced measurable improvements in skill progression and game performance.
- Organized and executed multiple USA Hockey “Try Hockey for Free” events, introducing hundreds of new participants to the sport.
- Growth momentum and community engagement efforts contributed directly to the decision to construct a new ice arena in Morgantown, WV.

University of Georgia Conference Travel Grant: Spring 2025- \$2000

University of Georgia Conference Travel Grant: Spring 2026- \$1700

Total External Funding Contributed: \$64,600

Peer Review & Scholarly Service

Editorial Board Member, Journal of Issues in Intercollegiate Athletics (JIJA), 2026-Present

Editorial Board Member, Global Sport Business Journal (GSBJ), 2026–Present

Reviewer, Athens Institute for Education and Research: Academic Journals (Reviewed two articles, February 2023).

Abstract reviewer, NASM Conference (10 abstracts, 2023).

Abstract reviewer, ICSPAH Conference (10 abstracts, 2024; 15 abstracts, 2025).

Demonstrated ongoing commitment to advancing sport management scholarship through rigorous peer review for leading international journals and academic organizations. Review experience spans multiple years and includes both theoretical and applied sport contexts.

2023

- International Journal of Sports Marketing and Sponsorship – Reviewed 1 manuscript, contributing to the quality assurance of cutting-edge sport marketing and sponsorship research.
- Athens Institute for Education and Research (ATINER) – Reviewed 3 manuscripts across sport-related topics, providing constructive, detailed feedback to support academic excellence.

2024

- International Journal of Sports Marketing and Sponsorship – Manuscript ID: IJSMS-09-2023-0196.R1 reviewed, applying specialized expertise in sport marketing, sponsorship activation, and consumer engagement.

In addition to journal reviews, contributed as an abstract reviewer for major conferences, including:

- North American Society for Sport Management (NASSM) – 10 abstracts reviewed (2023)
- International Chinese Society for Physical Activities and Health (ICSPAH) – 10 abstracts reviewed (2024), 15 abstracts reviewed (2025), 10 Abstracts reviewed (Conference 2026)
- Anderson, Brett A. (2026) "Book Review - Esports Business Management 2nd Edition," Global Sport Business Journal: Vol. 11: Iss. 1, Article 7.
Available at: <https://scholarworks.sfasu.edu/gsbj/vol11/iss1/7>

Certificates

Arch Ready Professionalism Certificate, University of Georgia — 2023

- Completed the Arch Ready Professionalism program, a career readiness initiative designed to enhance leadership, communication, and professional development skills for graduate students.
- 2025 – Super Connecting: The Secret of Professional Networking, LinkedIn Learning (Completed Jan 12, 2025)
- 2025 – Brand and Marketing Integration, LinkedIn Learning (Completed Jan 10, 2025)
- 2025 – Content Creation: Strategy and Tools, LinkedIn Learning (Completed Feb 4, 2025)

- 2025 – The Step-by-Step Guide to Building Your Thought Leadership on LinkedIn, LinkedIn Learning (Completed Feb 19, 2025)
- 2025 – The Ultimate Guide to B2B Digital Marketing, LinkedIn Learning (Completed Mar 17, 2025)

Scholarship Review

Fall 2023 – Reviewed 14 submissions for the University of Georgia Office of Global Engagement Study Abroad Scholarship Program.

Spring 2024 – Reviewed 24 submissions for the University of Georgia Office of Global Engagement Study Abroad Scholarship Program.

Fall 2024 – Reviewed 15 submissions for the University of Georgia Office of Global Engagement Study Abroad Scholarship Program.

Spring 2025 – Reviewed 41 submissions for the University of Georgia Office of Global Engagement Study Abroad Scholarship Program.

Fall 2025- Reviewed 55 submissions for the University of Georgia Office of Global Engagement Study Abroad Scholarship Program.

Spring 2026- Reviewed 58 scholarship submission for the University of Georgia Office of Global Engagement Study Abroad Scholarship Program.

To date, reviewed a total of 207 scholarship submissions, with consistent year-over-year growth in contributions and active involvement in advancing global engagement opportunities for students.

Scholarly Engagement & Research Interests

- Sport Governance, Policy, and Athlete Development: Ongoing program of applied research examining governance structures, eligibility reform, and developmental pathways in North American sport systems, with a primary focus on NCAA–CHL policy dynamics and athlete experience.
- College Choice, Enrollment, and Club Sport Participation: Research exploring the relationship between institutional characteristics, club sport opportunities, and student enrollment decision-making, building on peer-reviewed conference presentations and manuscript development.

- Career Transitions and Post-Participation Outcomes: Planned survey-based research examining educational, employment, and life-satisfaction outcomes among former collegiate and major junior athletes following sport retirement.
- Decision-Making and Competitive Outcomes in Professional Sport: Empirical research in development analyzing officiating behavior in the National Hockey League (NHL), focusing on referee tendencies, enforcement variation, and impacts on competitive balance and game outcomes.
- Applied & Mixed-Methods Approach: Employ quantitative modeling, survey methods, policy analysis, and qualitative interviews with coaches, administrators, and industry professionals to generate research that informs teaching, program development, and applied sport management practice.

Research Pipeline

1. Bridging Developmental Pathways: CHL–NCAA Collaboration and NHL Career Outcomes (Planned)

Mixed-methods study evaluating the impact of the NCAA’s 2025 eligibility reform on hockey development pathways, combining NHL draft/career data modeling (2000–2024) with interviews and governance policy analysis.

2. Pull Factors of College Selection: Club Sports and Enrollment Decisions (In Press)

Examines the relationship between club sport opportunities and student enrollment decisions using survey-based quantitative analysis.

3. NCAA vs. CHL: Development Pathway Decision-Making in the NIL Era (Planned)

Cross-sectional survey study analyzing financial, developmental, and policy-related factors influencing elite hockey players’ pathway choices.

4. Post-Playing Career Outcomes of NCAA vs. CHL Alumni (Planned)

Comparative survey study assessing education, employment, and life-satisfaction outcomes among former athletes five or more years post-retirement.

5. Governance, Institutional Logic, and Athlete Experience in NCAA and CHL Systems (Planned)

Comparative policy and organizational analysis applying institutional theory to explain structural differences in athlete development models.

6. Referee Decision-Making and Competitive Outcomes in the NHL (In Development)

Empirical analysis of officiating behavior using NHL play-by-play data to examine enforcement variation, competitive balance, and game outcomes.

7. Unregulated Intermediaries in NCAA Men’s Ice Hockey Recruiting (In Progress)

Governance-focused study conceptualizing player advisors as informal regulatory actors, examining implications for athlete autonomy and institutional equity.

8. ASU Men's Hockey: A Case Study-Building Men's Division 1 Hockey from club sport in the Sunbelt -Exploratory/Pilot Case study -CSRI

Professional Experience

Professional Summary

Dynamic and results-driven sports professional with extensive experience coaching and managing high-performance teams in NCAA D1, international hockey and swimming. Skilled in program development, recruitment, compliance, and strategic planning, with a proven track record of success in athlete development, team leadership, and community engagement. Currently pursuing a PhD in Sport Management and Policy, possess Bachelor's degrees in Kinesiology and Psychology, and a Master of Science in Coaching Studies, bringing a unique blend of academic insight and hands-on expertise in sport administration and coaching.

Teaching & Administrative Competencies

Sport Management & Organizational Leadership

Sports Program Development & Management | Strategic Planning & Leadership | NCAA Compliance & Regulations | Policy Analysis in Sport Governance | International Sport Systems & Comparative Sport Policy | Academic Program Launch & Growth

Marketing, Sponsorship & Event Operations

Sport Marketing & Sponsorship Activation | Facility & Event Operations | Stakeholder & Industry Partnership Development | Budget Management & Event Coordination | Athletics Consulting

Teaching, Advising & Student Development

Curriculum Design & Assessment | Undergraduate & Graduate Teaching | Experiential Learning & Internship Supervision | Academic Advising & Student Mentorship | Career Advisement & College Placement | Coach Mentorship & Development | Interdisciplinary Teaching Collaboration | Online & Hybrid Course Delivery | Program Assessment & Accreditation Support (COSMA/AACSB familiarity)

Research & Analytical Methods

Qualitative & Quantitative Research Methods | Survey Design & IRB Processes | Statistical Modeling & Applied Analytics | Data Analysis (SPSS, SAS, R) | Research & Policy Development | Grant Writing & External Funding Support

Athletics Operations & Performance Environment Experience

Athlete Recruitment, Retention & Development | Coaching (Hockey & Swimming) | Staff Management & Development | League Filing/Communication (USports, ACAC, NHL, CHL, NCAA) | Training Camp & Fitness Testing | Public Speaking & Community Engagement

Technical & Professional Platforms

Learning Management Systems (Canvas, D2L) | Workday | Outlook | Excel | Navigate | Hockey
Canada HP1 | USA Hockey Certification

Sport Administration, Consulting, & Leadership Experience
Athletics/Hockey Consultant, North America/Europe

May 2020-Present

- Serving as mentor, consultant, and advisor to multiple NCAA Collegiate, Junior, and professional coaches and athletics programs
- Specializing in NCAA athletics governance, sponsorship and recruitment strategy, athlete career development, program growth, and organizational leadership across U.S. and international sport systems.
- Experienced in Canadian, American, and European athletics and hockey landscapes, particularly in Canadian Junior and American Collegiate levels
- Collaborated with athletic departments and sport organizations on sponsorship activation strategy, event operations planning, and stakeholder communication initiatives.
- Atlanta Pheonix Hockey Program-Consultant and Expert Coach Developer

Southern Methodist University, Dallas, TX
Clinical Assistant Professor, Department of Applied Physiology and Sport Management
August 2026-Present

- Teach undergraduate and graduate courses in sport management, including Sport Marketing and Special Topics in Sport Management.
- Develop and deliver experiential, discussion-based curricula integrating industry partnerships, applied learning, and emerging issues in sport.
- Mentor and advise undergraduate and graduate students on academic, professional, and career development.
- Supervise student internships and support experiential education initiatives within the sport industry.
- Conduct research in sport governance, athlete development, sport marketing, and organizational behavior while advancing an active scholarly agenda.
- Contribute to departmental, school, and university service through committee work, curriculum development, and faculty initiatives.
- Foster collaborations with sport organizations to provide students with meaningful industry engagement and professional networking opportunities.

University of Georgia, Athens, GA
Full-time Doctoral Candidate/Lecturer/Assistant Coach (NCAA D1 Swim Team) Sport Science Team (Georgia Football)
June 2022 – July 2026

- Serving as Assistant Coach and Video Coordinator for the NCAA D1 Swim Team, contributing to coaching strategy and athlete performance analysis.
- Support student-athlete development and performance analysis within NCAA Division I environments; collaborate across coaching, operations, and analytics stakeholders.
- Graduate Teaching Assistant/Lecturer supporting sport management curriculum, development, and delivery.
- Member of the University of Georgia Hockey Foundation Board, providing oversight and strategic direction for the program.
- Develop curriculum, advise, teach, and mentor undergraduate students.

West Virginia University, Morgantown, WV

Program Director/Senior Advisor to Head Coach/Associate Head Coach (D1 Hockey)

August 2020 – June 2022

- Provide strategic counsel to the Head Coach and Associate Head Coach, advising on team performance, recruitment, and development.
- Led coaching initiatives with the Morgantown Hockey Association, focusing on skill development and coaching education.
- Contribute to research in the field of coaching and sports management under the guidance of Dr. Kristen Dieffenbach.
- Director and Athlete/Coach Developer for NHL/Pittsburgh Penguins/USA hockey development grant, oversaw the growth and development of Morgantown Hockey Association growth by over 300%
- Contributed to the new rink initiative in Morgantown, WV, which is now under construction, bringing a second ice surface allowing for further expansion of hockey in WV.

Coaching Experience

Coach Development, Mentorship, and Consulting

May 2018-Present

- Consulting with NCAA, Major Junior, and Grassroots coaches on matters of athlete and coach development, recruitment, retention, NCAA placement, academia, NCAA bylaw changes (NIL, House Settlement, Major Junior in NCAA), and transition periods.
- Actively mentoring and developing coaches across North America, Europe, and Africa, across multiple sports but primarily in hockey.
- Guest lecturing, speaking, and running guest clinics, camps, and private lessons across North America.
- Guide and Advise students and student athletes on college placement and career placement/change

Dauphin Kings-Manitoba Junior Hockey League, Dauphin, Manitoba

Associate Head Coach

Dec 2017 – May 2018

- Oversaw defensive development, video analysis, penalty kill, and player advancement.
- Transformed a 64% penalty kill rate into 91%, boosting overall team performance.

Red Deer Rebels-Western Hockey League, Red Deer, Alberta
Assistant Coach

Jun 2017 – Dec 2017

- Responsible for forward development and power play strategies.
- Coordinated communication with NHL Central Scouting and individual teams.
- Oversaw video for pre and post game, tactics, strategy, and power play
- Ran training camps and fitness assessments-on-ice/off-ice

Olofstrom HK Steelers Olofstrom, Sweden

Head Coach Men's J20 Elite/Assistant Coach Men's Professional
December 2016-June 2017

- Head Coach of Olofstrom HK Steelers (Swedish J20 Elite), oversee player development, practices, gameplay implementation and assistant coach development.
- Assistant Coach of Olofstrom HK Steelers Professional team. Assist head coach in all daily aspects of program including player advancement.
- Oversee training camp, athlete development, fitness testing.

Ontario Hockey Academy, Cornwall, Ontario

Head Coach/Director of Hockey Operations/Athletic Director/Dorm Parent

Jun 2014 – Dec 2016

- Directed hockey programs, including recruitment and college placement for U20 and U17 women's hockey teams.
- Successfully placed 100% of athletes in NCAA programs over 3 years.
- Led recruitment efforts for women's U20 and U17 teams, placing 13 athletes in NCAA D1 programs within three years.
- Developed and managed hockey operations, including coaching, player development, and compliance with NCAA recruitment rules.
- Advised, counseled, and taught students.
- Oversaw and developed 25 staff members

HC Slavia Sofia/Team Bulgaria Sofia, Bulgaria
Head Coach

September 2013-May 2014

- Oversaw player development, implemented club and national team directives for the national U20, U18, U16 Men's programs, annual plans, and training programs.

- Attended 2014 World IIHF Championships, won National and Balkan titles as HC Slavia Sofia

University of Alberta, Edmonton, Alberta

Assistant Coach

July 2010-Dec 2012

- Oversaw forward development, recruitment and retention, video analysis, and game day prep, and power play
- Created inaugural U of A Panda's elite camps and recruitment camps, utilized these camps to fund my education and improve recruitment efforts
- Helped establish first full-athletic scholarships in Female USports hockey
- Skill development coach, including skating, puck skills, tactics, and strategy
- Oversaw Training Camp, fitness testing, forward development, power-play, 10-staff members

Red Deer College, Red Deer Alberta

Head Coach/Assistant Coach/Manager

Aug 2008-Jun 2010

- Head coach, Sylvan Lake Lakers Midget Hockey, oversaw all aspects of player development, game day planning, mentorship, and video
- Assistant coach/manager, RDC athletics women's hockey, varsity volleyball, and soccer
- Game day manager for RDC athletics basketball and volleyball
- Oversaw 15 staff members
- Managed League Filings with Alberta Collegiate Athletic Association (ACAC)

Certifications

- Certified in Coaching (USA Hockey & Hockey Canada)
- High-Performance Level 1 (Hockey Canada)
- CPR & First Aid
- Sport Canada-NCCP Certified
- Arch Ready Certificate – University of Georgia

Volunteer Experience

- Morgantown Hockey Association Volunteer Coach (U10) - 2020–2022
- University of Alberta Assistant Coach/Recruiter Varsity Hockey - 2010-2013

References

Dr. Ron Courson 706-255-7690

Athletic Director, University of Georgia, rcourson@sports.uga.edu

Dr. Lindsay Hammond 859-582-4547

Professor, Pennsylvania West University, hammond@pennwest.edu

Dr. Sean Seiler 470-292-7072

Professor, Miami University (OH), seilersm@miamioh.edu

Logan Bittle 309-360-9525

Head Coach, Robert Morris University D1 Hockey, Pittsburgh, Pennsylvania

Shane Buckley, 715-661-4378

Head Coach, Beloit University, D3 Hockey, Beloit, Wisconsin

Stefanie Moreno

Head Coach, University of Georgia, D1 Swimming and Diving, Athens, GA

David Muia 706-540-2783

Instructor/Athletic Director, University of Georgia/Southern Methodist University, Athens, GA

Wylie Riendeau 306-690-8688, 306-552-7073

Assistant GM/Head Scout, Battleford Stars, Battleford, Saskatchewan SJHL

Dan Bouwmeester 780-951-4475

Former Associate Coach Golden Bears Hockey, U of Alberta/Vimy Ridge Academy Instructor, Edmonton, Alberta

Steve Kook 306-966-1045

Head Coach, University of Saskatchewan, Saskatoon, Saskatchewan

Allan Ferchuck 403-342-3221, 403-347-7393

RDC Instructor/ACAC President, Red Deer College, Red Deer, Alberta