

# Matthew T. Bowers, Ph.D.

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## CONTACT

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## ACADEMIC APPOINTMENTS

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**University of Texas at Austin, Sport Management Program (Dept. of Kinesiology/Health Ed)**  
*Program Director, July 2022-Present*  
*Associate Professor of Instruction, August 2020-Present*  
*Assistant Professor of Instruction, August 2018-July 2020*  
*Clinical Assistant Professor, August 2012 – July 2018*  
*Lecturer, August 2011 - July 2012*

**University of Texas at Austin, Texas Center for Equity Promotion (College of Education)**  
*Affiliated Faculty, July 2021-Present*

**University of Texas at Austin, Texas Program in Sports Media (School of Communications)**  
*Affiliated Faculty, November 2020-Present*

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## EDUCATION

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**The University of Texas at Austin (Austin, TX) – Ph.D. Kinesiology (Sport Management)**  
Graduated: August 2011 (Overall GPA: 4.0)  
Dissertation: *Context Matters: The Role of Settings in Sport Development* (Advisor: B.C. Green)

**University of Florida (Gainesville, FL) – M.S. Sport Management**  
Graduated: May 2007 (Overall GPA: 3.96)

**University of Florida (Gainesville, FL)- B.S. Exercise & Sport Sciences (Sport Management)**  
Graduated: April 2005 (with High Honors/Cum Laude; Overall GPA: 3.94)

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## RESEARCH/SCHOLARSHIP INTERESTS

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Drawing upon an interdisciplinary blend of qualitative, historical, and quantitative methodologies, my research examines the management of systems for athlete and coach development, with a particular emphasis on the role of youth sport within these systems. My research is predicated on a contextualized understanding of the sociocultural and historical trends that have shaped sport and physical activity for children over time, as well as the impact that these trends have had in terms of both public health outcomes and elite athlete development. Specifically, I investigate the potential supplemental impact of non-organized sport settings, such as pick-up sports and video games, on sport development systems past, present, and future. I work to leverage this understanding of settings to influence the design and implementation of sport programs and policies that promote both elite performance outcomes and mass participation health outcomes throughout the lifespan. Further, I also consider the development of creativity and innovation in and through sport at both the individual and organizational levels.

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## EDITED MONOGRAPHS

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**Bowers, M.T., & Dixon, M.A.** (2015). *Sport management: An exploration of the field and its value* (Eds., pp. 244). Urbana, IL: Sagamore Publishing.

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## INVITED PUBLICATIONS

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**Bowers, M.T. , & Green, B.C.** (2022). Understanding sport consumer behavior. In B. Parkhouse, B. Turner, & K. Miloch (Eds.), *Marketing for sport business success* (3<sup>rd</sup> ed.) (pp. xx-xx). Dubuque, IA: Kendall Hunt.

Newland, B., & **Bowers, M.T.** (in press). The impact of COVID-19 on youth and school sport in the United States. *Handbook for sport and COVID-19*. Oxfordshire, UK: Routledge.

President's Council on Sports, Fitness, and Nutrition Science Board. (2020). PCSFN Science Board report on youth sports. Office of Disease Prevention and Health Promotion. Accessible via: [https://health.gov/sites/default/files/2020-09/YSS\\_ScienceBoardReport\\_2020.09.01\\_opt.pdf](https://health.gov/sites/default/files/2020-09/YSS_ScienceBoardReport_2020.09.01_opt.pdf).

President's Council on Sports, Fitness, and Nutrition Science Board. (2020). Benefits of youth sports. Office of Disease Prevention and Health Promotion. Accessible via: [https://health.gov/sites/default/files/2020-09/YSS\\_Report\\_OnePager\\_2020-08-31\\_web.pdf](https://health.gov/sites/default/files/2020-09/YSS_Report_OnePager_2020-08-31_web.pdf).

Smolianov, P., **Bowers, M.T.**, Babiak, K. (2021). Sport participation and Olympic legacies in the USA: 1996 Atlanta Games. Understanding sport consumer behavior. In S. Harris (Ed.), *Sport participation and Olympic legacies: A comparative study* (pp. 22-45). Oxfordshire, UK: Routledge.

Schelfhout, S., & **Bowers, M.T.** (2020). Gender disparity and hostility in video games and esports. In A. Hoffman (Ed.), *Das phänomen: E-sportt* (pp. 426-454). Hügendorf: Meyer & Meyer Media.

**Bowers, M.T.**, & Ozyurtcu, T. (accepted). The United States. In X. Xing (Ed.), *Club-based sport Development* (pp. xx-xx). Beijing: Beijing Sport University Press.

Green, B.C., & **Bowers, M.T.** (2016). Understanding sport consumer behavior. In B. Parkhouse, B. Turner, & K. Miloch (Eds.), *Marketing for sport business success* (2<sup>nd</sup> ed.) (pp. 55-82). Dubuque, IA: Kendall Hunt.

**Bowers, M.T.**, & Dixon, M.A. (2015). Future horizons for sport management. In M.T. Bowers & M.A. Dixon (Eds.), *Sport management: An exploration of the field and its value* (pp. 211-238). Urbana, IL: Sagamore Publishing.

**Bowers, M.T.**, & Green, B.C. (2015). Theory of development of and through sport. In E. Sherry, N. Schulenkorf, & P. Phillips (Eds.), *Managing sport development: An international approach* (pp. 12-27). Oxfordshire, UK: Routledge.

Green, B.C., Chalip, L., & **Bowers, M.T.** (2013). United States of America. In I. O'Boyle, & T. Bradbury (Eds.), *Sport Governance: International case studies* (pp. 20-36). Oxfordshire, UK: Routledge.

Green, B.C., & **Bowers, M.T.** (2012). Understanding sport consumer behavior. In B. Parkhouse, B. Turner, & K. Miloch (Eds.), *Marketing for sport business success* (pp. 55-82). Dubuque, IA: Kendall Hunt.

**Bowers, M.T.**, Chalip, L., & Green, B.C. (2011). Sport participation under laissez-faire policy: The case

of the United States. In M. Nicholson, R. Hoye, & B. Houlihan (Eds.), *Participation in sport: International policy perspectives* (pp. 254-267). Oxfordshire, UK: Routledge.

**Bowers, M.T.**, Chalip, L., & Green, B.C. (2011). Beyond the façade: Youth sport development in the United States and the illusion of synergy. In B. Houlihan and M. Green (Eds.), *Routledge handbook of sports development* (pp. 173-183). Oxfordshire, UK: Routledge.

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## **REFEREED PUBLICATIONS**

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**Bowers, M.T.** (in progress). Understanding sport as play. *Routledge Encyclopedia of Sport Studies*. Oxfordshire, UK: Routledge.

Hao, A.Y., Hunt, T.M., and **Bowers, M.T.** (2021). Institutionalism prevails: The International Olympic Committee's management of the 'China Question', 1952-1979. *Journal of Global Sport Management*. DOI: [10.1080/24704067.2021.1981145](https://doi.org/10.1080/24704067.2021.1981145).

Whitley, M.A., Smith, A.L., Dorsch, T.E., **Bowers, M.T.**, Centeio, E.E., & The President's Council on Sports, Fitness, & Nutrition Science Board (2021). Reimagining the youth sport system across the United States: A commentary from the President's Council on Sports, Fitness & Nutrition Science Board. *Journal of Physical Education, Recreation, and Dance*, 92(8), 6-14. DOI: [10.1080/07303084.2021.1963181](https://doi.org/10.1080/07303084.2021.1963181)

Whitley, M.A., Smith, A.L., Dorsch, T.E., **Bowers, M.T.**, Centeio, E.E., & The President's Council on Sports, Fitness, & Nutrition Science Board (2021). Re-envisioning post-pandemic youth sport to meet young people's mental, emotional, and social needs. *Translational Journal of the American College of Sports Medicine*, 6(4), 1-7. DOI: 10.1249/TJX.0000000000000177.

Berg, B.K., Inoue, Y., **Bowers, M.T.**, & Chelladurai, P. (2021). "Sport is double-edged": A Delphi study of spectator sport and population health. *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2020-0399>

Kim, K.R., **Bowers, M.T.**, Lee, W., & Slana, R. (2021). Validation of modified youth experience survey for sport (MYES-S) using multidimensional Rasch model. *International Journal of Sport and Exercise Psychology*. DOI: 10.1080/1612197X.2021.1938633.

Hemme, F., Morais, D.G., **Bowers, M.T.**, & Todd, J.S. (2021). Leading culture change in public recreation. *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2020-0249>.

Hemme, F., **Bowers, M.T.**, & Todd, J. (2019). Enacting logics in practice: A critical realist perspective. *Journal of Change Management*. DOI 10.1080/14697017.2019.1703025.

Walsh, D., Green, B.C., Harrison, T., & **Bowers, M.T.** (2019). Sport as a resource caravan': Understanding how adults utilize sport as a developmental tool. *Journal of Global Sport Management*. DOI 10.1080/24704067.2019.1669204.

Schelfhout, S., **Bowers, M.T.**, & Hao, A.Y. (2019). Balancing gender identity and gamer identity: Gender issues faced by Wang 'BaiZe' Xinyu at the 2017 Hearthstone Summer Championship. *Games and Culture*. DOI 10.1177/1555412019866348.

**Bowers, M.T.**, & Ozyurtcu, T. (2018). Reducing bias to shift demand: A model for reforming youth sports in America. *Sport & Entertainment Review*, 4, 33-40.

- Hemme, F., **Bowers, M.T.**, & Todd, J. (2018). Change readiness as fluid trajectories: A longitudinal multiple-case study. *Journal of Organizational Change Management*, 31(5), 1153-1175. DOI 10.1108/JOCM-07-2017-0284.
- Chung, K.S., & **Bowers, M.T.** (2018). Parents' interactions with contextual factors in youth sport participation: The case of Korean immigrants in the United States. *International Journal of Sport Management and Marketing*, 18, 322-339.
- Pfleegor, A., Katz, M., & **Bowers, M.T.** (2017). Publish, perish, or salami slice? Authorship ethics in an emerging field. *Journal of Business Ethics*, 156(1), 189-208. DOI 10.1007/s10551-017-3578-3.
- Hemme, F., Morais, D., **Bowers, M.T.**, & Todd, J. (2017). Extending sport-based entrepreneurship theory through phenomenological inquiry. *Sport Management Review*, 20, 92-104.
- Kilduff, M.J., Crossland, C., Tsai, W., & **Bowers, M.T.** (2016). Magnification and correction of the acolyte effect: Initial benefits and ex post settling up in NFL coaching careers. *Academy of Management Journal*, 59, 352-375.
- Bowers, M.T.**, Green, B.C., Seifried, C.S. (2014). 'Let the marketplace be the judge': Founders reflect on the origins and trajectory of NASSM. *Journal of Sport Management*, 28, 565-587.
- Bowers, M.T.**, Green, B.C., Hemme, F., & Chalip, L. (2014). Assessing the relationship between youth sport participation settings and creativity in adulthood. *Creativity Research Journal*, 26, 314-327.
- Hunt, T.M., Jedlicka, S.R., & **Bowers, M.T.** (2014). Drugs, the law, and the downfall of Dancer's Image at the 1968 Kentucky Derby: A case study on human conceptions of domesticated animals. *International Journal of the History of Sport*, 31, 902-913.
- Bowers, M.T.**, & Green, B.C. (2013). Reconstructing the youth sport experience: How children derive meaning from unstructured and organized settings. *Journal of Sport Management*, 27, 422-438.
- Newland, B., & **Bowers, M.T.** (2013). Managing a confederation of rivals: The challenges of grassroots youth sport development. *Sport Management Review*, 16, 388-396.
- Warner, S., **Bowers, M.T.**, & Dixon, M.A. (2012). Team dynamics: A social network perspective. *Journal of Sport Management*, 26, 53-66.
- Hunt, T.M., Dimeo, P., **Bowers, M.T.**, & Jedlicka, S.R. (2012). The diplomatic context of doping in the former German Democratic Republic: A revisionist examination. *International Journal of the History of Sport*, 29, 2486-2499.
- Bowers, M.T.** (2011). Playing video games as a supplement to identity: Insights on former college athlete transitions. *Journal of Issues in Intercollegiate Athletics*, 4, 289-308.
- Bowers, M.T.**, & Hunt, T.M. (2011). The President's Council on Physical Fitness and the systematization of children's play in America. *International Journal of the History of Sport*, 28, 1496-1511.
- Dimeo, P., Hunt, T.M., & **Bowers, M.T.** (2011). 'Saint or sinner': A reconsideration of the career of prince Alexandre de Merode, chair of the International Olympic Committee's Medical Commission, 1967-2002. *International Journal of the History of Sport*, 28, 925-940.

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**INVITED PRESENTATIONS/PANELS/WORKSHOPS**

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- Bowers, M.T., & Ryan, R.** (August, 2022). *Facing Nolan Screening and Post-Film Q&A*. Bob Bullock State History Museum, Austin, TX.
- Bowers, M.T.** (May, 2022). *Building a Research Program as an Early Career Researcher*. North American Society for Sport Management Student Initiative Webinar (Virtual).
- Bowers, M.T.** (March, 2022). *Collaborating with Academic Institutions*. U.S. Department of Health and Human Services National Youth Sports Strategy Champions Webinar (Virtual).
- Bowers, M.T.** (November, 2021). *Managing Sport for Good*. Peruvian International Congress on Sports, Lima, Peru (Virtual).
- Bowers, M.T., et al.** (August, 2021). *Reclaiming Youth Sports*. Positive Coaching Alliance and Mark Henry Strong Kids Present Reclaiming Youth Sports 2021, Austin, TX.
- Bowers, M.T., et al.** (April, 2021). *Lessons from COVID-19*. Playing the Long Game: Conversations on the Future of the Sports Industry, Austin, TX.
- Bowers, M.T., Ozyurtcu, T., Garcia, R., & Acosta, X.** (February, 2021). *Growing the Legend: College of Education's Partnership with Austin FC*.
- Liu, L., Duong, H., Chan, L., & **Bowers, M.T.** (November, 2020). *Minorities in Sports Business Panel*. University of Texas Sport and Entertainment Marketing Association, Austin, TX.
- Bowers, M.T.** (September, 2020). *NYU Chalk Talk: The State of Youth Sports in America*. New York University, New York, NY.
- Bowers, M.T.** (August, 2020). *Faculty Mentor*. Nike Project Move Kickoff Workshop.
- Bowers, M.T.** (June, 2020). *Youth Sports and Family Communication Under Quarantine*. University of Texas Center for Sports Communication and Media Virtual Town Hall, Austin, TX.
- Bowers, M.T., & Ozyurtcu, T.** (February, 2019). *Playing Nice: How to Help Parents Stay Onside*. Capital Area Youth Soccer Association, Austin, TX.
- Bowers, M.T.** (November, 2018). *Fixing Youth Sports in the United States: Are We Asking the Right Questions?*. New York University, New York, NY.
- Bowers, M.T.** (October, 2018). *Organizing Sport for Creative Expression*. Project Play National Summit, Washington, D.C.
- Bowers, M.T.** (February, 2018). *Red Bull North America 3-Day Strategy Workshop*. Red Bull North America, Santa Monica, CA.
- Bowers, M.T.** (February, 2018). *Sports Career Readiness Panel*. San Antonio/Austin Spurs, Austin, TX
- Bowers, M.T.** (March, 2017). *Reconstructing Community through Youth Sport*. Louisiana State University, Baton Rouge, LA.
- Bowers, M.T.** (February, 2017). *Sports Career Readiness Panel*. San Antonio/Austin Spurs, Austin, TX.

- Bowers, M.T.** (December, 2016). *Gamifying Sport Management Education*. University of Texas Summer Discovery Pre-College Program, Austin, TX.
- Bowers, M.T.** (November, 2016). *Transmedia Storytelling And Sport Event Leverage*. Longhorn Run Committee, Austin, TX.
- Bowers, M.T.** (August, 2016). *Revitalizing Youth Sports in America*. United States Olympic Committee SportsLink, Dallas, TX.
- Bowers, M.T.** (December, 2015). *B-Movies and Bad History: Sports on the Silver Screen*. Bob Bullock State History Museum, Austin, TX.
- Bowers, M.T.** (February, 2015). *Reintroduce Free Play*. Project Play National Summit, Washington, D.C.
- Bowers, M.T.** (September, 2014). *Sport Program Design for Children*. Illinois Youth Sports Summit, Chicago, Illinois.
- Bowers, M.T.** (September, 2014). *Project Play Roundtable*. Aspen Institute Sports and Society Meetings, Chicago, Illinois.
- Bowers, M.T.** (October, 2013). *The development of soccer and basketball in the United States*. Symposium at the Beijing Municipality Youth Sport Department, Beijing, China.
- Bowers, M.T.** (October, 2013). *Laissez-Faire Sport Development in the United States*. Symposium at the Beijing Municipality Youth Sport Department, Beijing, China.
- Bowers, M.T.** (October, 2013). *Understanding soccer and basketball clubs in the United States*. Lecture at the Capital University of Physical Education and Sports, Beijing, China.
- Bowers, M.T.** (August, 2013). Google + Faculty Initiative. Invited Panelist, Austin, Texas.
- Crossland, C., Kilduff, M.J., Tsai, W., & **Bowers, M.T.** (November, 2011). *Ghost ties and the shadow of the past: Coaching affiliation and career success in the National Football League*. Workshop at City University of London Cass Business School Symposium, London, UK.
- Bowers, M.T.**, Kilduff, M.J., Tsai, W., & Crossland, C. (October, 2010). *The shadow of the past: The network evolution of National Football League coaches*. Symposium at the INSEAD Conference on Network Evolution, Fontainebleau, France.
- Bowers, M.T.**, Kilduff, M.J., & Tsai, W. (March, 2010). *Strategy development in accretive networks: The emergence of strategic cliques within the National Football League*. Workshop at the IESE Network Symposium, Barcelona, Spain.

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### **PEER-REVIEWED CONFERENCE PRESENTATIONS**

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- Jones, C., & Bowers, M.T. (advisor)** (June, 2022). *Tobler's First Law of Geography and Interscholastic Sport: Exploring Spatiotemporal Patterns of Participation Across Communities*. To be presented at the North American Society for Sport Management Conference, Atlanta, Georgia.
- Jones, C., & Bowers, M.T. (advisor)** (June, 2021). *Cradling Talent: Where Elite Women's Lacrosse Players Develop and Migrate*. Presented at the North American Society for Sport Management Conference (virtual).

- Jones, C., & **Bowers, M.T. (advisor)** (June, 2020). *Hot and Cold Spots of Youth Lacrosse: How Utilizing GIS Can Identify Opportunities and Barriers to Participation*. Presented at the North American Society for Sport Management Conference, San Diego, California.
- Berg, B.K., Inoue, Y., Chelladurai, P., & **Bowers, M.T.** (June, 2020). *Forecasting Spectator Sport and Population Health Research: A Delphi Study*. Presented at the North American Society for Sport Management Conference, San Diego, California.
- Jones, C., Todd, J.S., & **Bowers, M.T. (advisor)** (June, 2019). *Austin Playground Experiences in the 1940s and 50s: A Culmination of City Planning, Leadership, and Community Support*. Presented at the North American Society for Sport History Conference, Boise, Idaho.
- Bowers, M.T.**, & Kim, K. (June, 2019). *The Impact of Sport Development-Related Factors on Psychosocial Well-Being of High School Athletes*. Presented at the North American Society for Sport Management Conference, New Orleans, Louisiana.
- Kim, K., & **Bowers, M.T.** (June, 2019). *A Closer Look at Youth Sports Experiences: Validation of the Youth Experiences Survey for Sport (YES-S) using the Rasch Model*. Presented at the North American Society for Sport Management Conference, New Orleans, Louisiana.
- Jones, C., & **Bowers, M.T. (advisor)** (November, 2018). *Association Between Relative Age Effect and Organizational Practices of American Youth Football*. Presented at the Institute for the Study of Youth Sports Conference, East Lansing, Michigan.
- Hemme, F., **Bowers, M.T. (advisor)**, & Todd, J.S. (June, 2017). *A Longitudinal Multiple-Case Study of Attention-Based Sensemaking in Public Recreation*. Presented at the North American Society for Sport Management Conference, Denver, Colorado.
- Hemme, F., **Bowers, M.T. (advisor)**, & Todd, J.S. (June, 2017). *Change Readiness in Public Recreation: A Longitudinal Multiple-Case Study*. Presented at the North American Society for Sport Management Conference, Denver, Colorado.
- Castelli, D.M, Harrison, L., **Bowers, M.T.**, Bryant, L., Cosgrove, J., Beddoes, Z., Crooms, B. (April, 2017). *PETE and RePETE: A Chance to Reinvent One Physical Education Teacher Education Program* Panel. Presented at American Education Research Association Conference, San Antonio, Texas.
- Bowers, M.T.** (March, 2017). *Raising the 21<sup>st</sup> Century Athlete* Panel. Presented at SXSW Sports Conference, Austin, Texas.
- Bowers, M.T.**, & Kim, K. (February, 2017). *Assessing the impact over time of play in structured and unstructured sport and physical activity settings on children's emotional, social, and psychological well-being*. Presented at the Active Living Research Conference, Clearwater Beach, Florida.
- Hemme, F., & **Bowers, M.T. (advisor)** (June, 2015). 2015 NASSM Graduate Student Research Award Winner: *A place at the table: How sport management research can advance institutional theory*. Presented at the North American Society for Sport Management Conference, Ottawa, Ontario.
- Inoue, Y., Berg, B.K., **Bowers, M.T.**, Chelladurai, P., Du, J., Kihl, L.A., Sato, M., & Warner, S. (June, 2015). *The Management of Sport for Public Health: Defining the Field*. Presented at the North American Society for Sport Management Conference, Ottawa, Ontario.

- Lin, Y.C., & **Bowers, M.T. (advisor)** (June, 2015). *The Role of Informal Sport in the Integration Process of Immigrants*. Presented at the North American Society for Sport Management Conference, Ottawa, Ontario.
- Walsh, D., Kim, K., & **Bowers, M.T. (advisor)** (June, 2014). *Understanding the effects of sponsorship disclosure on television consumers as a function of visual attention: An eye tracking technological method*. Presented at the North American Society for Sport Management Conference, Pittsburgh, Pennsylvania.
- Chung, K.S., Green, B.C., & **Bowers, M.T. (advisor)** (June, 2014). *Understanding Participants of Ethnic Sport Events: The Role of Ethnic Identity and Organizational Commitment in Ethnic Group's Sport Participation*. Presented at the North American Society for Sport Management Conference, Pittsburgh, Pennsylvania.
- Bowers, M.T.,** & Bartholomew, J. (June, 2013). *When mastery gets in the way of winning: Examining coaches' management of parent psychology in youth sport settings*. Presented at the North American Society for Sport Management Conference, Austin, Texas.
- Katz, M., & **Bowers, M.T. (advisor)** (May, 2012). *The impact of Huey P. Long on the evolution of Tiger Stadium and Louisiana State University football*. Submitted for presentation at the North American Society for Sport History Conference, Berkeley, California.
- Bowers, M.T.,** & Green, B.C. (February, 2012). *Reconstructing the sport experience: Understanding how organized and unstructured settings complement each other for youth athletes*. Presented at the Conference on the Value of Play, Clemson, SC.
- Bowers, M.T.,** & Green, B.C. (June, 2011). *Examining the effects of youth sport settings on the development of creativity*. Presented at the North American Society for Sport Management Conference, London, Ontario.
- Bowers, M.T.,** & Green, B.C. (June, 2011). *Little League vs. sandlot: Understanding the meanings of formal and informal youth sport experiences*. Presented at the North American Society for Sport Management Conference, London, Ontario.
- Bowers, M.T.,** & Hunt, T.M. (May, 2011). *The emergence of sport management; or, how did "play" become a four-letter word?* Presented at the North American Society for Sport History Conference, Austin, Texas.
- Bowers, M.T.** (April, 2011). William C. Friday Graduate Student College Sport Research Paper Award Winner Address: *Playing video games as a supplement to identity: Insights on former college athlete transitions*. Presented at the College Sport Research Institute Conference, Chapel Hill, NC.
- Bowers, M.T.,** & Green, B.C. (February, 2011). *Deconstructing the sport experience: Understanding variations in context*. Presented at the Conference on the Value of Play, Clemson, SC.
- Bowers, M.T.,** Kilduff, M.J., & Tsai, W. (June, 2010). *Network evolution and strategy development: A multilevel social network analysis of National Football League coaches*. Presented at the North American Society for Sport Management Conference, Tampa, FL.
- Bowers, M.T.,** & Green, B.C. (June, 2010). *Playing sports video games as a supplement to sport identity: Insights on athlete transitions*. Poster presented at the North American Society for Sport Management Conference, Tampa, FL.



- Bowers, M.T.** (May, 2010). *Sociohistorical perspectives on the benefits of youth sport participation: Reconceptualizing the 'setting'*. Presented at the North American Society for Sport History Conference, Orlando, FL.
- Bowers, M.T.,** Kilduff, M.J., & Tsai, W. (August, 2009). *Network evolution and strategy development: A multilevel analysis*. Presented as a part of the symposium “Beyond Unidimensionality of Social Structure: Consequences and Antecedents of Multiplex Networks” at the Academy of Management Review Conference, Chicago, IL.
- Bowers, M.T.** (May, 2009). *The President's Council on Physical Fitness and the systematization of children's play in America*. Presented at the North American Society for Sport History Conference, Asheville, NC.
- Bowers, M.T.,** Giraldo, J.S., Kessler, S.A., & Ozyurtcu, T. (May, 2009). *Understanding adult sport participation and community: A multi-national inquiry – Perspectives on formal and informal sport structures*. Symposium presented at the North American Society for Sport Management Conference, Columbia, SC.
- Bowers, M.T.,** & Warner, S. (May, 2009). *Dynamics of team cohesion: A social network perspective*. Poster presented at the North American Society for Sport Management Conference, Columbia, SC.
- Bowers, M.T.,** Kilduff, M.J., & Tsai, W. (May, 2009). *Network evolution and strategy development: A multilevel analysis*. Presented at the Advanced Institute of Management Research (London Imperial College) Workshop on Innovation and Networks Crossing Organizational Boundaries, London, UK.
- Green, B.C., Smith, B., **Bowers, M.T.,** Warner, S., Carson, M., Conant, E.B., Giraldo, J.S., Kessler, S.A., & Lee, H.J. (May, 2008). *Beyond motivation: New ways to understand the volunteer experience*. Symposium presented at the North American Society for Sport Management Conference, Toronto, Canada.

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## ***NOTABLE ACHIEVEMENTS/INDUSTRY PARTNERSHIPS***

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### **2021-2022**

Inducted into University of Texas at Austin Provost Teaching Fellows program

Appointed to advisory board for SXSW

Developed and launched UT Sport Management Club

Developed and launched first official program partnership with Texas Athletics

Developed and launched partnership with Circuit of the Americas for junior associates program

### **2020-2021**

Appointed to advisory board for Aspen Institute's Reimagining School Sports initiative

Appointed as Nike Project Move Administrative Ally

Appointed to Advisory Board for Sports Innovation Texas

Expanded partnership with Oak View Group and placed 9 paid interns with the organization

Developed and launched partnership with Texas Football Recruiting Department and placed 8 interns with the department

Appointed to Huston-Tillotson School of Business and Technology Sports Degree Program Advisory Board

Activation of Austin FC partnership across multiple classes

Coordinated internship program with NFL Draft Experience and placed 8 students

### **2019-2020**

Served as a campus partner for the inaugural Nike Project Move initiative

Developed initial partnership with Oak View Group to be expanded into standing internship opportunity

Appointed to President's Council on Sports, Fitness, and Nutrition's Science Board for a two-year term

Developed and launched partnership with Texas Athletics "Ticket Sales Academy" and placed 10 interns with the department

Developed and coordinated partnership with fieldXperience to facilitate student opportunities to work VIP event at Formula 1, Super Bowl, Masters, etc.

Coordinated internship program with C3 Presents to provide student opportunities with Austin City Limits Festival and NFL Draft Experience

Activation of Austin FC partnership across multiple classes

### **2018-2019**

Coordinated internship program with C3 Presents to provide student opportunities with Austin City Limits Festival and NFL Draft Experience

Coordinated student worker positions for partnership with Nike and RecSports

Activation of Austin FC partnership across multiple classes

### **2017-2018**

One of the lead analysts/advisory board members for Aspen Institute's Healthy Sport Index (<http://healthysportindex.com/>)

Brokered program-level integration and partnership between Austin FC Major League Soccer franchise and UT Sport Management that will span across the program through multiple courses and events

Joined advisory board for Aspen Institute's Project Play and helped co-direct research efforts on year-long Healthy Sport Index project (funded by Hospital for Special Surgery)

Coordinated semester-long partnership between Graduate Sport Marketing course and San Antonio Spurs exploring how San Antonio Spurs connect with Austin market via multiple class projects

Coordinated internship program with C3 Presents to provide student opportunities with Austin City Limits Festival and NFL Draft Experience

Coordinated internship program and multi-class partnership with PGA Tour World Golf Championships  
Dell Technologies Match Play event

### **2016-2017**

Coordinated semester-long partnership between Graduate Sport Marketing course and San Antonio Spurs exploring how San Antonio Spurs connect with millennial market via multiple class projects

Co-taught NikeU Fall 2016 Course, a boutique course develop in conjunction with Nike that is designed to teach branding and marketing to a select group of students through planning and activating Nike-related events on campus and in the Austin area

Developed Spurs Select sales program with San Antonio/Austin Spurs

Coordinated collaboration between UT Athletics Sales, Service, and Retention and University of Texas Sport Management program to co-present 1<sup>st</sup> annual Sports and Entertainment Career Fair

Brokered partnership between University of Texas Sport Management program and ESPN X Games that totaled roughly \$40,000 in gross compensation for students.

Led efforts to collaborate with Minnesota Vikings on placing students in post-graduate Innovative Leadership Rotational Program

Other class partnerships: Austin Sol Ultimate Frisbee, First Tee of Greater Austin, UT Athletics Facilities and Events, UT Athletics Fan Engagement Services

### **2015-2016**

Led expansion of role of University of Texas Sport Management program in the NIKE U program

Brokered partnership between University of Texas Sport Management program and ESPN X Games that totaled \$22,575 in gross compensation for students.

Other class partnerships: Austin Sports Commission, First Tee of Greater Austin, UT Athletics Facilities and Events, Circuit of the Americas

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## **GRANTS/FELLOWSHIPS/AWARDS**

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2022 Inducted into University of Texas at Austin Provost Teaching Fellows program

2021-2022 Texas Teach-Up Event Featured Instructor

(Grant) **Bowers, M.T.** and Friends of Patterson Park. 2021 Austin Public Works Foundation Neighborhood Partnering Program Grant. *Patterson Park Sports Facility Improvements* - \$131,741.

(Grant) **Bowers, M.T.** and Friends of Patterson Park. 2020 Austin Parks Foundation Neighborhood Partnering Program Grant. *Funding for Baseball Facility Upgrades* - \$5,000.

Grant) Jones, C., & **Bowers, M.T. (advisor)** 2020 NASSM Doctoral Research Grant. *Trends of High School Sports: How Utilizing GIS Can Identify Spatiotemporal Patterns of Athletic Participation* - \$1,764. OSP# 202001074001

2020 North American Society for Sport Management Research Fellow Induction

2020 College of Education Nominee for Regents Outstanding Teaching Award

2020 University of Texas at Austin “Eyes on Teaching” Event Featured Instructor

(Grant - submitted) Hot and Cold Spots of Lacrosse Participation: How Utilizing GIS Can Identify Barriers to Participation

Agency: US Lacrosse Center For Sport Science Research Grant

Role: PI

Duration: September 1, 2019 – August 31, 2020

Total Award Amount: \$34,752

Purpose: Assist US Lacrosse with identifying participation trends and opportunities

2019 University of Texas at Austin “Eyes on Teaching” Event Featured Instructor

2018 SXSW EDU Course Hero #BestLessonEDU Award Winner

2018 University of Texas at Austin “Eyes on Teaching” Event Featured Instructor

(Grant) Sparvero, E., Bowers, M.T., & Ozyutrcu, T. (2017). Expanding the playbook: Introducing gamification elements into the Sport Management internship course. University of Texas at Austin Faculty Innovation Grant - \$6,040.

2017 University of Texas at Austin “Eyes on Teaching” Event Featured Instructor

2015 Department of Kinesiology and Health Education Undergraduate Teaching Award

Hemme, F., & **Bowers, M.T. (advisor)** (June, 2015). 2015 NASSM Graduate Student Research Award Winner: *A place at the table: How sport management research can advance institutional theory*. Presented at the North American Society for Sport Management Conference, Ottawa, Ontario.

(Grant) Xing, X., Bowers, M.T., Hills, S., and Church, A. Policy, Organization and Implementation of Sport Development System: Comparisons between China, England, USA and Canada. Sport Social Science Research Funding, General Administration of Sport of China, 2014-2015, Project Number: 2048SS14079.

Texas A&M-Corpus Christi ETEAMS Program \$1.5-million NSF Grant (2013-2015) – \$45,000  
*Qualitative External Program Evaluator*

University of Texas at Austin Services for Students with Disabilities Recognized Professor (2012-2013)

Republic of Korea Ministry of Culture, Sport, and Tourism Advisory Board Task Force (December 2012)  
- \$3,000

Texas A&M-Corpus Christi STEM Talent Expansion Program \$1.2-million NSF Grant (2010-2013) - \$45,000  
*Qualitative Internal (2012-2013) and External (2011-2012) Program Evaluator*

University of Texas Kinesiology Club Faculty/Teacher of the Year (2011-2012)

William C. Friday Graduate Student College Sport Research Paper Award Winner (April, 2011) - \$750  
*(Playing video games as a supplement to identity: Insights on former college athlete transitions)*

(Grant) U.S. Play Coalition Research Seed Grant (February, 2011) - \$3,000  
*(Deconstructing the sport experience: Understanding variations in context)*

University of Texas Joe and Teresa Long Graduate Fellowship (2010-2011) - \$8,750

University of Texas Graduate School David Bruton, Jr. Continuing Fellowship (2010-2011) - \$1,000

University of Texas Kinesiology and Health Education Departmental Student Travel Grant (2010) - \$538

North American Society for Sport History Graduate Student Essay Competition Finalist (2009)

University of Texas Kinesiology and Health Education Departmental Student Travel Grant (2009) - \$454

University of Texas Lynn Wade McCraw Endowed Presidential Fellowship (2008-2009) - \$5,000

National Strength and Conditioning Association Research Grant (2008-2009) - \$11,000

University of Texas Kinesiology and Health Education Departmental Student Travel Grant (2008) - \$532

University of Texas Preemptive Recruiting Fellowship (2007-2008) - \$6,000

University of Florida National Merit Scholar (2001-2004) - \$96,000

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## ***MEDIA COVERAGE***

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### **FEATURED IN MEDIA**

Featured Research, Project Play *Sport for All, Play for Life: A Playbook to Develop Every Student Through Sports* (March 2022) (<https://www.aspenprojectplay.org/school-sports/playbook>)

Featured Commentator, *Austonia* (September 1, 2021). “Football and Futbol Collide This Fall with Austin FC and Texas Football” (<https://austonia.com/austin-fc-longhorns-fans>)

Featured Commentator, *The Daily Texan* (September 9, 2019). “Austin FC Partners with UT Students to Help Build Experience, Grow Fan Base” (<https://www.dailytexanonline.com/2019/09/09/austin-fc-partners-with-ut-students-to-help-build-experience-grow-fan-base>)

Featured Commentator, *Verify* (August, 26, 2019; nationally syndicated). “Do Kids Benefit from Recess?” <https://www.wfaa.com/article/news/verify/verify-do-kids-benefit-from-recess/287-30a91115-0064-4273-a385-7221ef349630>

Featured Commentator, *UTEXAS College of Education News*, (August 21, 2019). “Sport Management Creates Unique Partnership with Austin FC” (<https://education.utexas.edu/news/2019/08/21/sport-management-creates-unique-partnership-austin-fc>)

Featured Commentator, *Wired*, (June 28, 2019). “Want Your Kid to Play Pro Soccer? Sign Her Up for Basketball” (<https://www.wired.com/story/want-your-kid-to-play-pro-soccer-sign-her-up-for-basketball/>)

Featured Commentator, *Daily Texan*, (March 24, 2018). “Ice, Ice Beauties: New Spirit Group Supports UT Ice Hockey Team” (<https://www.dailytexanonline.com/2019/03/24/ice-ice-beauties-new-spirit-group-supports-ut-ice-hockey-team>)

- Featured Research, *Time* (October 12, 2018), “This New Tool Can Help Parents Find the Best Sport for Their Kids” (<http://time.com/5422342/best-sport-kids/>)
- Featured Commentator, *Univision* (December 20, 2017) “U.S. Professional Sports Reaching Out to Mexico, Bucking Trump Nationalist Wave” (<https://www.univision.com/univision-news/latin-america/us-professional-sports-reaching-out-to-mexico-bucking-trump-nationalist-wave?hootPostID=c5c71861ab315bb943351b481dc2e7f3>)
- Featured Commentator, *San Francisco Chronicle* (November 19, 2017), “NFL big winner in return to Mexico City” (<http://www.sfchronicle.com/sports/article/NFL-big-winner-in-return-to-Mexico-City-Raiders-12370168.php>)
- Featured Commentator, *Los Angeles Times* (November 17, 2017), “Football – the American kind – is all the rage in Mexico” (<http://www.latimes.com/world/mexico-americas/la-fg-mexico-nfl-football-20171024-story.html>)
- Featured Commentator, *The Daily Texan* (November 3, 2017), “Online sport management masters program to begin in January” (<http://www.dailytexanonline.com/2017/11/03/online-sport-management-masters-program-to-begin-in-january>)
- Featured Commentator, *Baltimore Sun* (September 20, 2017), “With Ravens game, NFL sees opportunity in London, land of the other football” (<http://www.baltimoresun.com/business/bs-bz-ravens-nfl-london-20170919-story.html>)
- Featured Commentator, *The Shorthorn* (UT-Arlington Student Newspaper) (April 10, 2017), “Esports brings new reality to future generations” ([http://www.theshorthorn.com/news/esports-brings-new-reality-to-future-generations/article\\_2124ddf2-1bf9-11e7-b638-bbc3f13fa74d.html](http://www.theshorthorn.com/news/esports-brings-new-reality-to-future-generations/article_2124ddf2-1bf9-11e7-b638-bbc3f13fa74d.html))
- Featured Commentator, *NBC Sunday Today* (April 2, 2017), “How baseball embodies the American Dream” (<http://www.today.com/news/opening-day-here-inspiring-dreams-minor-leagues-majors-t109894>)
- Featured Commentator, *Sporting News* (November 18, 2016), “Donald Trump can’t poison healthy, thriving relationship between NFL, Mexico” (<http://www.sportingnews.com/nfl/news/donald-trump-nfl-mexico-games-international-series-schedule/s3t2skuskj1105p8be0ahul3>)
- Featured Commentator, Project Play *State of Play 2016 Report* (June 22, 2016) (<https://www.aspeninstitute.org/publications/state-play-2016-trends-developments/>)
- Featured Research, *Business News Daily* (May 4, 2016), (<http://www.businessnewsdaily.com/9023-football-leader-lessons.html>)
- Featured Research, *Wall Street Journal* (May 4, 2016), “What’s the Best Way to Fill a Coaching Vacancy?” (<http://www.wsj.com/articles/whats-the-best-way-to-fill-a-coaching-vacancy-1462400086>)
- Featured Research, *The Atlantic* (April 29, 2016), “The Perks – and Limits – of Having a Superstar Mentor” (<http://www.theatlantic.com/business/archive/2016/04/the-perksand-limitsof-having-a-superstar-mentor/480447/>)
- Featured Research, *Quartz* (February 28, 2016), “Lessons from the NFL: What You Know Matters More than Who You Know” (<http://qz.com/625245/lesson-from-the-nfl-what-you-know-matters-more-than-who-you-know/>)

Featured Commentator, *Wired* (January 6, 2016), “Inside the NFL’s Quest to Build a Truly Global League” (<http://www.wired.com/2016/01/inside-the-nfls-quest-to-build-a-truly-global-league/>)

Featured Commentator, *Sports Illustrated* (January 4, 2016) “Inside the NFL’s Quest to Build a Truly Global League” (print version)

Featured Commentator, *Sports Illustrated* Brain on Sports Podcast (August 3, 2015) (<http://www.si.com/more-sports/2015/08/03/brain-sports-podcast-creativity-in-sports>)

Featured Commentator, Mighty Married Moms Podcast (May 21, 2015), “Creativity and Sport Participation” (no link)

Featured Research, Project Play *Sport for All, Play for Life: A Playbook to Get Every Kid in the Game* (January 27, 2015) (<https://www.aspeninstitute.org/publications/sport-all-play-life-playbook-get-every-kid-game/>)

Featured Commentator, John Gormley Show (News Talk Radio Saskatchewan) (December 29, 2014), “Creativity and Sport Participation” (no link)

Featured Commentator, *Texas Tribune* (November 26, 2014), “Creativity and Sport Participation” (<http://www.texastribune.org/2014/11/26/q-matt-bowers/>)

Featured Commentator, KUT-Austin (October 24, 2014), “Creativity and Sport Participation” (no link)

Featured Commentator, KERA Public Radio (Dallas-Fort Worth) (August 15, 2014), “The Business of Youth Sports” (no link)

Featured Commentator, EBS (Korean Broadcasting) Documentary *New Sports Around the World* (n.d.)

Featured Research, *United States Play Coalition Action and Research Grants*, (n.d.) (<https://usplaycoalition.org/action-research-grants>)

Featured Article, Elsevier’s *Sporting Research Selection* (July 31, 2012) “Managing a Confederation of Rivals” (no link)

Featured Commentator, *San Francisco Chronicle* (July 20, 2012) “Will Linsanity Take Root in Houston” (<http://www.sfgate.com/business/article/Will-Linsanity-take-root-in-Houston-3724125.php>)

## **FEATURED AUTHOR**

Featured Article, *MOJO* (March 7, 2022). “3 Things Youth Sports Parents Worry About” (<https://www.mojo.sport/coachs-corner/3-things-youth-sports-parents-worry-about>)

Featured Article, *Austin Monthly* (August 20, 2021), “Austin’s Sandlot Baseball Scene is Sweeping the Country” (<https://www.austinmonthly.com/austins-sandlot-baseball-scene-is-sweeping-the-country/>)

Featured Contributor, *Gizmodo* (July 26, 2021), “What is the Hardest Olympic Sport” (<https://gizmodo.com/whats-the-hardest-olympic-sport-1847334089>)

Featured Article, *University of Texas College of Education Magazine* (April, 2018), “A Letter to My Son about Sports and Life” (pp. 16-17)

Featured Article, *Stratfor Worldview* (March 19, 2018), “The NFL Moves the Goalposts Overseas”

<https://worldview.stratfor.com/article/nfl-moves-goalposts-overseas-international-football-mexico-city-london-toronto>

Featured Article, *University of Texas Education Magazine* (January 17, 2018), “How to Choose a Sport for Your Son or Daughter” (<https://txedmag.com/choose-sport-daughter-son/>)

Featured Article, *Fatherly* (December 18, 2017), “Three Questions Youth Sports Parents Should Ask Themselves” (<https://www.fatherly.com/love-money/relationships/parenting-strategies-advice/three-questions-youth-sports-parents-should-ask-themselves/>)

Featured Article, *Fatherly* (December 11, 2017), “Five Challenges to Being a Better Youth Sports Parent” (<https://www.fatherly.com/play/challenges-being-youth-sports-parent/>)

Featured Article, *Stratfor Worldview* (June 19, 2017), “Saving Football in America, The Canadian Way” (<https://worldview.stratfor.com/article/saving-football-america-canadian-way>)

Featured (co-authored) Article, *London School of Economics Business Review* (June 8, 2016), “Why José Mourinho’s protégés failed when they became managers” (<http://blogs.lse.ac.uk/businessreview/2016/06/08/why-jose-mourinhos-protoges-failed-when-they-became-managers/>)

Featured Article, *The Conversation* (U.S.) (December 19, 2014), “Can youth sports foster creativity? It depends.” <https://theconversation.com/can-youth-sports-foster-creativity-it-depends-35074>

Reprinted:

Innovators Guide (<http://innovators-guide.ch/2014/11/childhood-sports-creativity/>); 3DTeachers ([www.3dteachers.com/2014/12/can-youth-sports-foster-creativity-it.html](http://www.3dteachers.com/2014/12/can-youth-sports-foster-creativity-it.html));

HealthFitnessRevolution (<http://healthfitnessrevolution.com/childhood-sports-creativity/>);

LockerDome (<https://lockerdome.com/athletewebdesign/7089474110891284>);

Quartz (<http://qz.com/317570/making-your-kid-play-organized-sports-could-cost-them-their-creativity/>);

Futsal Partnership (<https://www.facebook.com/video.php?v=739218889447887&theater>);

Good Men Project (<http://goodmenproject.com/featured-content/can-youth-sports-foster-creativity-depends-kcon/>)

Featured Article, UT College of Education Home Page (October 6, 2014), “Can Youth Sports Foster Creativity?” <http://www.edb.utexas.edu/education/news/2014/sports-participation-creativity/>

Featured Idea, Slate.com “Time to Trim” Anti-Obesity Proposal Contest (March, 2011) - “Reader’s Pick” Winner (Proposal: *Push play instead of push-ups*; <http://hive.slate.com/hive/time-to-trim#/all/most-popular/0/12>)

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## **TEACHING AND INSTRUCTING EXPERIENCE**

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**University of Texas, Department of Kinesiology and Health Education** Austin, TX

*Assistant Professor of Instruction, August 2012 – Present*

UGS 303 Building Winning Teams (University Signature Course) – Fall 2020/2021

KIN 312m Management of Physical Activity and Sport Programs – Summer 2019/Spring 2019/Fall 2018

KIN 328c/628 – Undergraduate Internship – Summer 2019/Spring 2019/Fall 2018

KIN 395 Graduate Sport Development – Spring 2019

KIN 357 Strategic Management of Sport Organizations – Spring 2019/Fall 2018

KIN 395 Graduate Sport Marketing – Fall 2018

**University of Texas, Option III Online Sport Management Masters** Austin, TX



*Assistant Professor of Instruction*

Strategic Management of Sport Organizations – Summer 2019/Spring 2019

Sport Marketing – Spring 2019/Fall 2018

**University of Texas, College of Liberal Arts Summer Discovery Program** Austin, TX

*Instructor*

Strategic Management of Sport Organizations – Summer 2019/2017/2016/2015/2014

Introduction to Sport Management – Summer 2014

**University of Texas, Department of Kinesiology and Health Education** Austin, TX

*Clinical Assistant Professor, August 2012 – July 2017*

KIN 395 Graduate Sport Development – Spring 2017/Spring 2016/Spring 2015/Fall 2013

KIN 312m Management of Physical Activity and Sport Programs – Summer 2018/Spring 2018/Fall 2017/Spring 2017/Fall 2016/Summer 2016/Spring 2016/Fall 2015

KIN 357 Strategic Management of Sport Organizations – Spring 2018/Spring 2017/Spring 2016/Fall 2015/Spring 2015/Fall 2014/Spring 2014

KIN 328c/628 – Undergraduate Internship – Summer 2018/Spring 2018/Fall 2017/Summer 2017/Spring 2017/Fall 2016/Summer 2016/Spring 2016/Fall 2015/Summer 2015/Spring 2015/Fall 2014/Summer 2014/Spring 2014/Fall 2013

KIN 395 Graduate Sport Marketing – Fall 2017/Fall 2016/Fall 2015/Fall 2014

KIN 386 Graduate Qualitative Research Methods – Spring 2018/Fall 2016/Fall 2014

KIN 350 Sociology of Sport and Physical Activity – Summer 2015/Fall 2011

KIN 395 Graduate Sport Facility and Event Management – Spring 2015

KIN 395 Graduate Sport Facility Management – Spring 2014

KIN 357 Strategic Management of Sport Organizations – Fall 2013

KIN 351 Philosophy of Sport and Physical Activity – Summer 2013/Fall 2012

KIN 395 Graduate Sport and Special Event Management – Spring 2013

KIN 316 Structure and Organization of Sport Programs – Spring 2013/Fall 2012

**University of Texas NikeU Boutique Class** Austin, TX

*Co-Instructor*

TXA 365 Managing Omni-Channel Experience – Fall 2016

**University of Texas, Department of Kinesiology and Health Education** Austin, TX

*Lecturer, August 2011 – August 2012*

KIN 312 Management of Physical Activity and Sport Programs - Summer 2012/Spring 2012/Fall 2011

KIN 316 Structure and Organization of Sport Programs - Summer 2012/Spring 2012/Fall 2011

KIN 395 Graduate Sport Facility Management - Spring 2012

KIN 351 Philosophy of Sport and Physical Activity – Spring 2012/Fall 2011

KIN 350 Sociology of Sport and Physical Activity - Fall 2011

**University of Texas, Department of Kinesiology and Health Education** Austin, TX

*Graduate Teaching Assistant, August 2007 – May 2011*

KIN 355 Media and Public Relations in Sport (Chalip) – Spring 2011

KIN 312 Management of Physical Activity and Sport Programs (Smith) – Fall 2010

KIN 351 Philosophy of Sport and Physical Activity (Todd/Smith) – Fall 2010/Summer 2010/  
Summer 2008/Spring 2008

KIN 352 Sport, Fitness, and the Mass Media (Hunt) – Summer 2010

KIN 349 History of Sport and Physical Activity (Beckwith) – Summer 2010

KIN 347 Historical and Ethical Issues in Sport and Physical Culture (Hunt) – Spring 2009

KIN 316 Structure and Organization of Sport Programs (Costa) – Fall 2007

KIN 352 Media and Public Relations in Sport (Chalip) – Fall 2007

**University of Texas, Department of Kinesiology and Health Education** Austin, TX

*Invited Guest Lecturer*

University of Texas Graduate Student Symposium (Panelist) - February 2012

KIN First-Year Interest Group Invited Professor Sessions - Fall 2011

KIN 395 Graduate Sport Policy (Chalip) - Spring 2010

KIN 395 Graduate Sport Marketing (Chalip) - Fall 2010

KIN 347 Historical and Ethical Issues in Sport and Physical Culture (Hunt) – Spring 2010

KIN 316 Management of Physical Activity and Sport Programs (Smith) – Spring 2010

KIN 357 Management of Sport and Health Promotion Programs (Wolf) – Spring 2010

KIN 347 Historical and Ethical Issues in Sport and Physical Culture (Hunt) – Spring 2009

KIN 329 Philosophy of Sport and Physical Activity (Todd) – Spring 2008/Summer 2008

KIN 316 Structure and Organization of Sport Programs (Costa) – Fall 2007

**University of Florida, Men's/Women's Basketball Camps**

Gainesville, FL

*Coach/Instructor, Summer 2006/2007*

**Gainesville Warriors AAU Basketball Program**

Gainesville, FL

*Head Coach/Co-Founder, December 2005 - July 2007*

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**REVELANT WORK EXPERIENCE**

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**H.J. Lutcher Stark Center for Physical Culture and Sports**

Austin, TX

*Graduate Research Fellow/Creative Consultant, August 2008-August 2011*

Research-based Website: Jan Todd, Matt Bowers, Peter Ullman and Andy Miller. *The Quest For Victory: An Illustrated History of Strength Training for Sports*. Launched in 2010 at: [www.starkcenter.org/research/web/questforvictory/](http://www.starkcenter.org/research/web/questforvictory/).

Research-based Website: Jan Todd, Terry Todd, Matt Bowers, Dominic Morais, Peter Ullman, Ryan Munson & Jenna Galloway. *Longhorn Power: The History of Strength Training at Texas*. Launched in 2012 at: <http://www.starkcenter.org/research/web/longhorn-power-the-history-of-strength-training-at-texas/>.

**University of Texas, College of Education**

Austin, TX

*Graduate Research Assistant, August 2009-August 2010*

**University of Florida, Women's Basketball Program**

Gainesville, FL

*Director of Scouting/Video Coordinator/Graduate Assistant, August 2005-August 2007*

**University of Florida, Football Program**

Gainesville, FL

*Student Assistant to Recruiting Coordinator, 2004/2005(gameday)/2006(gameday) Seasons*

**Special Olympics Florida, Hillsborough County**

Tampa, FL

*Intern, January 2005-May 2005*

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**PROFESSIONAL SERVICE**

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**ADVISORY BOARDS**

**Huston-Tillotson University School of Business and Technology Sports Degree Program**

*Advisory Board Member, April 2021 – Present*

**Aspen Institute Reimagining School Sports Project**

*Advisory Board Member, December 2020 – Present*

**Nike Project Move**

*Administrative Ally, August 2020 – Present*

**President’s Council on Sports, Fitness, and Nutrition**

*Science Board Member, January 2020 – Present*

**More than Baseball**

*Advisory Board Member, January 2019 – Present*

**Stratfor “Geopolitics of Sport” Global Perspectives Series**

*Board of Contributors, December 2016 – Present*

**Aspen Institute Healthy Sport Index Project**

*Advisory Board Member, December 2016 – December 2019*

**Institute for Sport Coaching**

*Founding Advisory Board Member, December 2016 – December 2018*

**Youth Sports Project**

*Founding Advisory Board Member, August 2016 – August 2018*

**South Korean Ministry of Culture, Sports, and Tourism**

*Task Force Advisory Board Member, August 2012 – August 2015*

**REVIEWER/COMMENTATOR/ORAL HISTORIAN**

**Translational Journal of the American College of Sports Medicine** (*April 2022 – Present*)

**Journal of Applied Sport Psychology** (*February 2021 – Present*)

**Journal of Business Ethics** (*November 2018 – Present*)

**Games and Culture** (*October 2018 – Present*)

**International Journal of Entrepreneurship and Innovation** (*April 2017 – Present*)

**Sport in Society** (*November 2015 – Present*)

**Case Studies in Sport Management** (*September 2015 – Present*)

**PLOS ONE** (*July 2015 – Present*)

**Leisure Sciences** (*July 2015 – Present*)

**Routledge Publishers** (*September 2013-Present*)

**Sport Management Education Journal** (*September 2013-Present*)

**Psychology of Sport & Exercise** (*June 2013-Present*)

**Journal of Sport Management** (*November 2012-Present*)

**Sport Management Review** (*January 2012-Present*)

**International Journal of Sport Policy and Politics** (*January 2012-Present*)

**Journal of Sport & Tourism** (*December 2011-Present*)

**Sport in History Journal** (*May 2010-Present*)

**International Journal of Sports Marketing and Sponsorship** (*March 2012-Present*)

**North American Society for Sport Management Annual Conference**

*Abstract Reviewer, November 2010/2011*

**1968 Olympic Games Official Oral History Project**

*Consulting Oral Historian, January 2010 - Present*

**North American Society for Sport History Annual Conference**

*Invited Session Commentator (‘Muscles II’), May 2010*

**National Strength and Conditioning Association Conference**

*Oral Historian, July 2009*

Las Vegas, NV

**PROFESSIONAL MEMBERSHIPS**

**North American Society for Sport Management**

*Member, 2007 - Present*

**North American Society for Sport History**

*Member, 2007 - Present*

**United States Play Coalition**

*Research Action Committee Member, July 2010 - Present*

*Member, June 2010 - Present*

**NATIONAL/UNIVERSITY/COLLEGE/DEPARTMENTAL COMMITTEES\***

**Department of Kinesiology and Health Education Graduate Studies Committee**

*Member, August 2022 – Present*

**University of Texas at Austin College of Education Equity, Inclusion, Social Justice, and Diversity Committee**

*Member, August 2021 - Present*

**University of Texas at Austin College of Education Minority Liaison Officer**

*Kinesiology and Health Education Representative, August 2021 - Present*

**Department of Kinesiology and Health Education Management Team**

*Member, March 2022 – Present*

**Department of Kinesiology and Health Education Committee on Inclusion, Diversity, and Equity**

*Member, August 2022 – Present, August 2018 – July 2020*

*Chair, August 2020 – July 2022*

**Department of Kinesiology and Health Education Curricular Review Committee**

*Member, August 2022 – Present*

**Department of Kinesiology and Health Education Nominations and Awards Committee**

*Member, August 2021 – July 2022*

**Department of Kinesiology and Health Education Undergraduate Advisory Committee**

*Member, August 2020 - Present*

**Department of Kinesiology and Health Education Committee on Teaching Improvement/Awards**

*Member, August 2020 - Present*

**University of Texas at Austin Writing Flag Committee**

*Member, August 2018 – July 2021*

**University of Texas at Austin RecSports Committee**

*Chair, August 2019 – July 2020*

*Vice Chair, August 2018 – July 2019*

*Member, August 2017 – July 2018*

**Department of Kinesiology and Health Education Subvention Committee**

*Member, August 2015 – August 2020*

**North American Society for Sport History Marketing Committee**

*Chair, August 2017 – May 2019*

**University of Texas at Austin Division of Housing and Food Services**

*Faculty Mentor, August 2017 – August 2018*

(November 2017 Winner of Faculty Mentor of the Month for University of Texas National Residence Hall Honorary Chapter)

**University of Texas at Austin University Leadership Network**

*Faculty Mentor, September 2015 – Present*

**Department of Kinesiology and Health Education ExSci Faculty Search Ad Hoc Committee**

*Member, August 2016 – May 2017*

**Department of Kinesiology and Health Education Teaching Award Committee**

*Member, August 2016 – August 2018*

**Department of Kinesiology and Health Education Departmental Review Committee**

*Member, August 2013 – August 2015*

**Department of Kinesiology and Health Education NTT Faculty Merit Review Committee**

*Member, August 2012 – August 2017*

**North American Society for Sport Management Host Committee**

*Member, August 2012 – June 2013*

**University of Texas at Austin Intellectual Entrepreneurship Program**

*Faculty Mentor, January 2010 – Present*

*\*Area- or Program-level committees and responsibilities available upon request*

**DISSERTATION/THESIS COMMITTEES**

**Jose Ponce, Plan II Honors Thesis – Model Thesis Award Winner (Spring 2022)**

*Chair, “Betterball: The Lessons Major League Baseball Teams Can Teach Us About Being a Data-Driven Organization”*

**Sebastian Xavier Munoz, Masters Report (Summer 2021)**

*Reader, “Varsity eSports in U.S. Colleges”*

**Matthew Barnard, Masters Thesis (Spring 2020)**

*Reader, “Representation, globalization, and community: National identity in Australian Olympic divers”*

**Kang An, Masters Thesis (Spring 2020)**

*Reader, “To play or not to play: A historic overview of the Olympic movement in China from 1894 to 1984”*

**Samuel Dockery, Plan II Honors Thesis (Spring 2020)**

*Chair, “Onside: A reconsideration of soccer’s cultural future in the United States”*

**Lisa Sigafos, Doctoral Dissertation (Fall 2018)**

*Committee Member, “A case study of perspectives pertaining to academic accommodations for postsecondary students with learning disabilities”*

**Jonathan Howe, Masters Thesis (Summer 2018)**

*Co-Chair, "Phenomenological study on the racialized experiences of African American assistant collegiate football coaches"*

**Kristen Moore, Plan II Honors Thesis (Spring 2018)**

*Chair, "What starts here changes attendance: A look into the factors affecting student attendance at sporting events at the University of Texas at Austin"*

**Se Jin Kim, Masters Thesis (Summer 2017)**

*Co-Chair, "Gender inequality in eSports participation : Examining League of Legends"*

**Florian Hemme, Doctoral Dissertation (Spring 2017)**

*Co-Chair, "Change in a public recreation organization: A multiple case-study"*

**Sam Schelfhout, Masters Thesis (Spring 2017)**

*Reader, "It is 'force majeure'": The abrupt boycott movements of the 1956 Melbourne Summer Olympic Games"*

**Di Wu, Doctoral Dissertation (Fall 2016)**

*Committee Member, "Understanding Consumer Response to the Olympic Visual Identity Designs"*

**Juan Sebastian Giraldo, Doctoral Dissertation (Fall 2016)**

*Co-Chair, "Understanding the elite youth soccer athlete: A case study approach to the environment of the U.S. Olympic Development Program at the state level"*

**Gianfranco Esposito, Masters Thesis (Spring 2016)**

*Co-Chair, "Event leverage and portfolio planning: The missing link between Lima and the 2019 Pan-American Games"*

**Samuel Twito, Masters Thesis (Fall 2015)**

*Co-Chair, "From strong lifters to strength coaches: A grounded theory of Central Texas division I strength and conditioning coach education"*

**Seth Kessler, Doctoral Dissertation (Fall 2015)**

*Committee Member, "Globalization within sport discourse: A mixed method critical discourse analysis of the 1984, 2000, and 2008 Olympic Games' newspaper coverage"*

**George Kioussis, Doctoral Dissertation (Summer 2015)**

*Committee Member, "Exceptions and exceptionalism: The United States Soccer Football Association in a global context, 1950-74"*

**Yen-Chun Lin, Doctoral Dissertation (Spring 2015)**

*Committee Member, "Sport for integration: Inter-ethnic interaction of immigrants in informal sport"*

**Jeffrey Graham, Doctoral Dissertation (Spring 2015)**

*Committee Member, "In search of understanding: Examining the life role management approach of fathers who are coaches"*

**Chi-Young Kim, Doctoral Dissertation (Spring 2015)**

*Committee Member, "Evaluating the impact of a sport-based corporate social responsibility program on multicultural youth in South Korea"*

**Taylor Brown, Masters Thesis (Spring 2015)**

*Masters Report Co-Advisor, "Experiences of resilience and adversity in rowing: A grounded theory"*

**Yuxiang Hao, Masters Thesis (Spring 2015)**

*Masters Report Reader, "The International Olympic Committee faced with political interference: Winning the battle between the People's Republic of China and the Republic of China, 1952-1979"*

**Tyler Snavely, Masters Thesis (Fall 2014)**

*Masters Report Reader, "History and analysis of eSport systems"*

**David Walsh, Doctoral Dissertation (Summer 2014)**

*Committee Member, "Sport as a resource caravan": Examining the role and efficacy of sport as a resource provider for adults in transition"*

**Matthew Katz, Doctoral Dissertation (Spring 2014)**

*Committee Member, "New fans, new places: The role of sport fandom in newcomer adjustment"*

**Kyu-soo Chung, Doctoral Dissertation (Spring 2014)**

*Co-Chair, "The role of immigrant parents in children's sport development"*

**Katherine Reifurth, Masters Thesis (Spring 2013)**

*Masters Report Co-Advisor, "Cognitive development's effects on development of loyalty in sports fans"*

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***SPECIAL TRAINING***

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Ability to converse and correspond in Spanish at an intermediate level

NVivo Qualitative Analysis Software

UCINET Social Network Analysis Software

Netdraw/PAJEK Social Network Analysis Visualization Software

SPSS Statistical Analysis Software

Stata Statistical Analysis Software

XOS Technology Coaching/Scouting Software Suite