

SCOTT BUKSTEIN
University of Central Florida
College of Business Administration
Sport Business Management Program
(407) 823-1513
scott.bukstein@ucf.edu

EDUCATION

University of Minnesota Law School: Minneapolis, Minnesota
J.D., *magna cum laude*
Managing Editor, University of Minnesota Law Review

University of Michigan: Ann Arbor, Michigan
B.A. (Sport Management and Communications), *with Highest Distinction*

COLLEGE TEACHING AND LEADERSHIP EXPERIENCE

University of Central Florida, College of Business Administration

Associate Director of DeVos Graduate Sport Business Management Program (October 2015 – Present)

Director of Undergraduate Sport Business Management Program (December 2014 – Present)

Instructor (September 2011 – Present)

Assistant Director of DeVos Graduate Sport Business Management Program (April 2012 – September 2015)

Program Coordinator of Undergraduate Sport Business Management Program (August 2010 – December 2014)

Adjunct Lecturer (January 2010 – September 2011)

Research Associate, The Institute for Diversity and Ethics in Sport (September 2011 – August 2013)

- Undergraduate courses taught: Introduction to Sport Business Management, Business Law in Sport & Entertainment, Event and Facility Management in Sport, Diversity and Social Issues in Sport, Sport Business Analytics
- Graduate courses taught: Sport Law, Professional and Collegiate Sport, Event and Facility Management in Sport, Professional Selling in Sport, Sport Business Analytics
- Associate Director of one of the most prestigious sport business management programs in the United States
- Director of undergraduate sport business management program; increased enrollment from 100 to 400 students
- Recipient of 2016 UCF Teaching Incentive Performance Award (awarded to less than 10% of UCF faculty each year to recognize sustained high levels of teaching effectiveness and impact)

University of South Florida, College of Business (Sport & Entertainment Management Program)

Adjunct Instructor (December 2013 – Present)

- Graduate course taught: Sport and Entertainment Law

Emory University, Goizueta Business School

Adjunct Assistant Professor (January 2013 – December 2015)

- Course taught: Sports Management / The Business of Sport (course for undergraduate and graduate students)

Saint Leo University, School of Business

Adjunct Instructor (August 2009 – May 2010)

- Undergraduate courses taught: Risk Management in Sport, Legal Issues in Sport

SPORT BUSINESS CONSULTING EXPERIENCE

National Football League (NFL)

Researcher & Consultant (June 2012 – Present)

- Advise NFL league office executives on various matters relating to diversity and inclusion within the NFL as well as on female consumers of the NFL brand
- Co-author of four research reports on occupational mobility patterns of leaders within the NFL (reports are available at www.coachingmobilityreport.com)
- Co-author of research report on female spectators and consumers of the NFL brand (report is available at www.nflplayerengagement.com)

Ross Initiative in Sports for Equality (RISE)

Wharton Sports Business Initiative, University of Pennsylvania

Curriculum and Content Development Consultant (June 2014 – May 2016)

- Developed comprehensive academic curriculum on diversity, inclusion, respect and equality in sport for new innovative not-for-profit organization founded by Miami Dolphins team owner Stephen Ross
- Collaborated with Kenneth L. Shropshire (Faculty Director of the Wharton Sports Business Initiative) and C. Keith Harrison (my colleague at UCF) to advise executives and organizations in the sport business industry on a variety of strategic business and corporate social responsibility initiatives
- Co-author of white paper titled “The Impact of Innovative and Culturally Inclusive Entertainment: Education Based Communication Strategies for Sustainable Influence and Change in Sport and Society”

Florida Citrus Sports

Market Research Consultant (December 2015 – April 2016)

- Conducted market research on the bowl game experience of spectators and the economic impact of the Russell Athletic Bowl and Buffalo Wild Wings Citrus Bowl, and developed data-driven strategic business recommendations to leaders at Florida Citrus Sports

Minnesota Vikings

Market Research Consultant (December 2014 – April 2015)

- Completed market research on the game-day experience of female spectators at Minnesota Vikings games, and made data-driven strategic business recommendations to NFL team executives

CORPORATE AND SPORTS LAW ATTORNEY EXPERIENCE

Faegre Baker Daniels Law Firm, Minneapolis, Minnesota

Associate Attorney (September 2007 – May 2009)

- Negotiated and drafted Naming Rights Agreement for Target’s sponsorship of Minnesota Twins stadium
- Represented Minnesota Hockey Ventures Group in its sale of Minnesota Swarm lacrosse team
- Collaborated with colleagues to represent clients in wide variety of transactional matters, including mergers and acquisitions, private placement transactions, and venture capital financings
- Drafted purchase agreements, sponsorship agreements, service contracts, and corporate resolutions
- Advised Fortune 500 clients on issues such as fiduciary duties of directors, electronic contracting procedures, takeover preparedness, and corporate governance best practices
- Prepared registration statements and other SEC disclosure documents for securities offerings

BOOKS

Bukstein, S. (scheduled for publication in 2018). *Collective Bargaining in Sports*. Routledge.

Harrison, C.K. & Bukstein, S. (Editors) (2016). *Sport Business Analytics: Using Data to Increase Revenue and Improve Operational Efficiency*. Taylor & Francis Group / CRC Press.

LAW REVIEW JOURNAL ARTICLES

Bukstein, S. (2015). Preparing for Another Round of Collective Bargaining in the National Basketball Association. Villanova University School of Law, Jeffrey S. Moorad Journal of Sports Law, pp. 373-402.

Bukstein, S. and Eisenberg, J. (2015). Implementing a Franchise Player Designation System in the National Basketball Association. Harvard Journal of Sports and Entertainment Law, pp. 345-372.

Bukstein, S. (2012). A New Solution for Salary Disputes: Implementing Salary Arbitration in the National Basketball Association. Marquette Sports Law Review, pp. 25-60.

PEER-REVIEWED JOURNAL ARTICLES

Bukstein, S. (2016). The Business and Governance of College Sport: Practical Strategies for Thought Leaders in Athletics and Higher Education to Improve the Overall Student-Athlete Experience. Journal of Higher Education Athletics & Innovation, pp. 61-72.

Lawrence, S.M., Harrison, C.K., & Bukstein, S. (2016). What is this “White” in the White Male Student-Athlete?: White Students’ Perceptions of Academic and Athletic Success on Campus. Sociology of Sport Journal.

Fuller, R., Harrison, C.K., Bukstein, S., Lawrence, S.M., Martin, B.M., & Parks, C. (2016). The Impact of High School on the Development of African American Male Scholar-Athletes. The High School Journal.

Harrison, C.K., Bukstein, S., McPherson-Botts, G., & Lawrence, S.M. (2016). Female Spectators as Customers at National Football League Games. International Journal of Sports Marketing and Sponsorship, pp. 172-200.

Traynowicz, L., Harrison, C.K., McPherson-Botts, G., Bukstein, S., & Lawrence, S.M. (2016). A Quantitative Analysis of the Academic, Athletic, and Social Domain Perceptions of Division I Football Players. College Student Affairs Journal, pp. 17-32.

Fuller, R., Harrison, C.K., & Bukstein, S. (2016). A Study of Significance of Racial and Athletic Identification on Educational Perceptions Among African American Male College Athletes. Race Ethnicity and Education Journal, pp. 1-12.

Harrison, C.K. & Bukstein, S. (2014). Canaries in the Goal Mines: A Timely Analysis of Collegiate Athletics and the Role of Student-Athletes. Journal of Intercollegiate Sport, pp. 109-119.

Harrison, C.K. & Bukstein, S. (2013). Occupational Mobility Patterns: A Case Study of Leadership and Access in the National Football League. Sociology Mind, pp. 264-267.

Harrison, C.K., Traynowicz, L., Bukstein, S., McPherson-Botts, G., & Lawrence, S.M. (2013). I am What I am? The Baller Identity Measurement Scale (BIMS) with a Division I Football Team in American Higher Education. Sport Sciences for Health, pp. 53-58.

- Harrison, C.K., Lawrence, S.M., & Bukstein, S. (2011). White College Students' Explanations of White (and Black) Athletic Performance: A Qualitative Investigation of White College Students. *Sociology of Sport Journal*, pp. 347-361.
- Harrison, C.K., Lawrence, S.M., Sutton, W., & Bukstein, S. (2011). Marketing and Branding Student-Athlete Academic Success: A Qualitative Investigation of University Students' Perceptions of an African American Football Player. *International Sports Studies*, pp. 25-42.
- Singer, J., Harrison, C.K., & Bukstein, S. (2010). A Critical Race Analysis of the Hiring Process for Head Coaches in NCAA College Football. *Journal of Intercollegiate Sport*, pp. 270-296.
- Martin, B., Harrison, C.K., & Bukstein, S. (2010). "It Takes a Village" for African American Male Scholar-Athletes: Mentorship by Parents, Faculty, and Coaches. *Journal for the Study of Sports and Athletes in Education*, pp. 277-296.
- Harrison, C.K., Lawrence, S.M., Bukstein, S., Janson, N., & Woodie, K. (2010). Myron Rolle's ESPN Page 2 Story: A Qualitative Approach to Blog Comments. *Journal for the Study of Sports and Athletes in Education*, pp. 231-243.
- Harrison, C.K., Rasmussen, J., Connolly, C.M., Janson, N., Bukstein, S., & Parks, C. (2010). Diggin' Deeper into the Culture of Revenue Sports: The Need for the Baller Identity Measurement Scale (BIMS) in Assessing Academic and Athletic Identities in Society. *Journal for the Study of Sports and Athletes in Education*, pp. 325-332.
- Harrison, C.K., Lawrence, S.M., Plecha, M., Bukstein, S., & Janson, N. (2009). Stereotypes and Stigmas of College Athletes in Tank McNamara's Cartoon Strip: Fact or Fiction? *Journal of Issues in Intercollegiate Athletics*, pp. 1-18.

BOOK CHAPTERS AND OTHER PUBLICATIONS

- Bukstein, S. (2016). Evolution and Impact of Business Analytics in Sports, in *Sport Business Analytics: Using Data to Increase Revenue and Improve Operational Efficiency*. Taylor & Francis Group / CRC Press.
- Bukstein, S. & Harrison, C.K. (2016). Analytics in Action: The Sport Business Analytics Process. *Analytics Magazine*.
- Harrison, C.K. & Bukstein, S. (2016). Myth-busting for Recent Graduates: It's Really Not All About You. *Street & Smith's SportsBusiness Journal*.
- Harrison, C.K. & Bukstein, S. (2016). Nevin Shapiro's \$930 Million Ponzi Scheme at the University of Miami, in *Scandals in College Sports*. Routledge.
- Harrison, C.K., Saunders, R., Bukstein, S., Parks, C., & Heikkinen, D. (2016). Impacting the Cultural Identity of Future Generations via the Scholar-Baller and Jordan Brand Collaborative Partnership, in *Modern Sport and the African American Experience*. Cognella.
- Harrison, C.K. & Bukstein, S. (2015). "Moving the Needle" with Student-Athletes in Revenue (and Non-Revenue) Sports: Language, Culture and Identity, in *Introduction to Intercollegiate Athletics in American Higher Education*. Johns Hopkins University Press.

- Harrison, C.K., Bukstein, S., & Lawrence, S.M. (2015). A Cliff (Scholar) and Chris (Baller) Paul State Farm Ad Campaign Analysis, in *Black Males and Athletics in Higher Education: An Exploration of Issues and Solutions*. Emerald Group Publishing.
- Harrison, C.K., Bukstein, S., & Brock, W. (2012). Dimensions of Diversity, in *Handbook of College Athletics and Recreation Administration*. John Wiley & Sons, Inc.
- Bukstein, S. (2012). Collective Bargaining Agreements. *American Sports: A History of Icons, Idols, and Ideas*.
- Bukstein, S. (2011). Brand Protection. *Encyclopedia of Sports Management and Marketing*.
- Bukstein, S. (2011). Phoenix Suns. *Encyclopedia of Sports Management and Marketing*.
- Harrison, C.K., Bukstein, S., & Cook, B. (2011). Diversity and Athletics. *Encyclopedia of Diversity in Education*.

BOOK REVIEW EDITING

- David Hassan, *Managing Sport Business*, 2nd ed. (March 2016; honorarium received)
- Mark Conrad, *The Business of Sports*, 3rd ed. (April 2014; honorarium received)
- Linda Sharp et al., *Sport Law: A Managerial Approach*, 3rd ed. (August 2013; honorarium received)
- Seema Patel, *Inclusion and Exclusion in Competitive Sport* (July 2013; honorarium received)
- Thomas Cheesebro et al., *Communicating in the Workplace* (June 2012; honorarium received)
- Lisa Masteralexis et al., *Principles and Practice of Sport Management*, 5th ed. (February 2012)
- Jeffrey Beatty & Susan Samuelson, *Business Law and the Legal Environment*, 5th ed. (July 2010; honorarium received)
- Brian Lampman & Sandra Prettyman, *Learning Culture through Sports* (August 2009; honorarium received)
- Mark Conrad, *The Business of Sports*, 2nd ed. (July 2009; honorarium received)

JOURNAL ARTICLE AND BOOK PROPOSAL REVIEWS

- Review of “The Sports Playbook” (asked to review by Routledge for proposed book publication in December 2016; honorarium received)
- Review of “Over-Signing in College Football: Why Does It Occur?” (asked to review for *Journal of Higher Education Athletics & Innovation* in December 2016)
- Review of “Minority Athletes on the Soccer Team: How Controversies Reconfigure Power Relations Along Class and Ethnic Lines in France” (asked to review for *Sociology of Race & Ethnicity* in October 2016)
- Review of “Another Social Injustice in College Athletics: The UNC Paper Class Case Study” (asked to review for *Journal of Higher Education Athletics & Innovation* in September 2016)
- Review of “Sacked for Dollars: The Exploitation of College Football Players in the Southeastern Conference” (asked to review for *Journal of Higher Education Athletics & Innovation* in December 2015)

- Review of “Intercollegiate Sport and the Environment: Examining Fan Engagement Based on Athletics Department Sustainability Efforts” (asked to review for Journal of Issues in Intercollegiate Athletics in February 2014)
- Review of “The Cultural Diversity of German Companies’ Executive Boards and the Success of Their Internationalization” (asked to review for British Journal of Economics, Management & Trade in February 2014)
- Review of “Who’s on the Front Porch?: Race and Gender in University Athletics and Administration – A Conference Comparison” (asked to review for Journal of Issues in Intercollegiate Athletics in November 2013)
- Review of “Effects of Different Amplitudes of Whole Body Vibration Training on Performance” (asked to review for Sport Sciences for Health in October 2013)
- Review of “Inclusion and Exclusion in Competitive Sport: Socio-Legal and Regulatory Perspectives” (asked to review by Routledge for proposed book publication in July 2013; honorarium received)
- Review of “Work-Life Balance: A Perspective From the Athletic Trainer Employed in the NCAA Division I Setting” (asked to review for Journal of Issues in Intercollegiate Athletics in June 2013)
- Review of “Perceptions of Justice Within Intercollegiate Athletics Among Current and Former Athletes” (asked to review for Journal of Issues in Intercollegiate Athletics in July 2012)
- Review of “In Search of the Winning Image: Assessing the Connection Between Athletics Success on Perceptions of External Prestige” (asked to review for Journal of Issues in Intercollegiate Athletics in December 2011)
- Review of “Who Gets to Play?: Coaches Perceptions of the Role of Socioeconomic Status in the Division I Recruitment Process” (asked to review for Journal of Issues in Intercollegiate Athletics in August 2011)
- Review of “Primary Prevention of the Female Athlete Triad in College Athletics” (asked to review for Journal of Issues in Intercollegiate Athletics in May 2011)
- Review of “Examining the Dearth of Black Head Coaches at the NCAA Football Bowl Subdivision Level: A Critical Race Theory and Social Dominance Theory Analysis” (asked to review for Journal of Issues in Intercollegiate Athletics in November 2009)
- Review of “Second in Both Leagues—The Forgotten Hank Thompson” (asked to review for The Western Journal of Black Studies in August 2009)
- Review of “Essential Role of Organizational Culture in Managing Intercollegiate Athletic Departments: A New Perspective” (asked to review for Journal of Issues in Intercollegiate Athletics in August 2009)

CONFERENCE PRESENTATIONS AND GUEST SPEAKING

- “Strategies for Success in the Sport Business Industry,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 12, 2016
- “Utilizing Analytics to Optimize Sales and Marketing at Sport Organizations,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 11, 2016
- “Intellectual Property Development and Brand Protection,” invited workshop leader at the Business of Sport Program, University of Colorado, June 27, 2016

- “Strategies for Academic and Career Success,” invited presentation at the National Male Student Success Conference, University of Central Florida, Orlando, Florida, October 30, 2015
- “Ethics and Integrity Issues in Sport,” invited guest lecture for undergraduate Business Ethics class at University of Central Florida, Orlando, Florida, October 6, 2015
- “Career and Professional Development,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 21, 2015
- “Sales, Marketing and Business Development in the Sport Business Industry,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 20, 2015
- “NCAA Governance and The Business of College Athletics,” invited guest lectures for undergraduate Educational Leadership and Diversity & Social Issues in Sport/Entertainment class at UCLA, Los Angeles, California, July 9 and July 14, 2015
- “Race, Gender and Sexuality in Sports Coverage,” invited presentation at University of Wisconsin Ethics in Sports Journalism Conference, Madison, Wisconsin, April 10, 2015
- “Career and Professional Development,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 22, 2014
- “Sales, Marketing and Business Development in the Sport Business Industry,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 21, 2014
- “NCAA Governance and The Business of College Athletics,” invited guest lecture for undergraduate Educational Leadership and Diversity & Social Issues in Sport/Entertainment class at UCLA, Los Angeles, California, July 8, 2014
- “The Business and Power of Sport in Society,” invited presentation for Business of Sport Symposium at Emory University, Atlanta, Georgia, March 20, 2014
- “Career and Professional Development,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 23, 2013
- “Sales, Marketing and Business Development in the Sport Business Industry,” invited guest lecture for Wharton Sports Business Academy at the University of Pennsylvania, Philadelphia, Pennsylvania, July 22, 2013
- “Cultural Competency and Innovative Leadership in the Sport Business Industry,” invited guest lecture for undergraduate Educational Leadership and Diversity & Social Issues in Sport/Entertainment class at UCLA, Los Angeles, California, July 9, 2013
- “Marketing and Incentivizing Student-Athlete Academic Success,” invited presentation at National Association of Academic Advisors for Athletics (N4A) Annual Conference, Jacksonville, Florida, June 8, 2013
- “The Sport Business and Entertainment Management Industry in 2012,” invited guest lecture for undergraduate Entertainment and Sport Marketing class at Emory University, Atlanta, Georgia, March 8, 2012
- “Risk Management in Event and Facility Management,” guest lecture for graduate Event and Facility Management in Sport class at University of Central Florida, Orlando, Florida, July 14, 2010
- “Financial Issues and Legal Concerns for Athletes and Entertainers,” guest lecture for undergraduate Business Entrepreneurship in Sport class at University of Central Florida, Orlando, Florida, June 23, 2010

- “Race, Sport, and Campus Climate,” presented at 2010 North American Society for Sport History (NASSH) Annual Conference, Orlando, Florida, May 30, 2010
- “Beyond the Net: What Do You Know about the Players on Your Team?,” invited panelist at American Volleyball Coaches Convention, Tampa Bay, Florida, December 18, 2009
- “Meaningful Diversity in Collegiate and Professional Sports,” guest lecture for undergraduate Diversity and Social Issues in Sport class at University of Central Florida, Orlando, Florida, September 16, 2009
- “The Importance of Education, and Careers in Sports,” presented to youth campers at Dwight Howard Basketball Camp, Orlando, Florida, August 6, 2009
- “Legal Careers and Entrepreneurship Opportunities in Sport and Entertainment,” presented to Business Entrepreneurship in Sport class at University of Central Florida, Orlando, Florida, May 21, 2009
- “Setting Personal and Career Goals: Have You Thought About Earning a Law Degree?,” presented to Business Law class at Thomas Alva Edison High School, Minneapolis, Minnesota, January 20, 2009
- “The Life and Work of a Corporate Attorney,” presented at Legal Career Day Event for *AchieveMpls* STEP-UP Summer Internship Program, Minneapolis, Minnesota, May 5, 2008
- “Examining Corporate Social Responsibility Initiatives in Professional Sports,” presented at Sport Management Student Research Colloquium, Brock University, Ontario, Canada, April 2, 2004
- “Race and Sport: A Presentation by the University of Michigan Paul Robeson Center; Game Recognize Game: The Scholar-Baller Paradigm,” presented at 2004 National Consortium for Academics and Sports Annual Conference, Orlando, Florida, February 3, 2004
- “Preparing Athletes for Careers in Sports,” presented at Why Not Sports, Inc. Sports Career Expo, in conjunction with NFL Super Bowl XXXVIII, University of Houston, Texas, January 29, 2004

PROFESSIONAL MEMBERSHIPS AND ASSOCIATIONS

Attorney License to Practice Law in Minnesota (2007 – Present)

Member of Sports Lawyers Association (2008 – Present)

Member of Editorial Review Board for *Journal of Higher Education Athletics & Innovation* (October 2015 – Present)

Member of Editorial Review Board for *Journal of Issues in Intercollegiate Athletics* (May 2010 – April 2014)

Member of North American Society for Sport Management (March 2016 – Present)

PROFESSIONAL APPOINTMENTS AND COMMITTEE ASSIGNMENTS

Member of Local Organizing Committee for 2017 NCAA Men’s Basketball Tournament (September 2016 – Present)

Member of Local Organizing Committee for WrestleMania 33 at Camping World Stadium (May 2016 – Present)

Member of UCF College of Business Strategic Planning Working Group on Graduate Program Curriculum Innovation (October 2016 – December 2016)

Member of Local Organizing Committee for 2016 North American Society for Sport Management Conference in Orlando (October 2015 – June 2016)

Member of Local Organizing Committee for 2016 American Athletic Conference Men's College Basketball Championship (July 2015 – March 2016)

Member of College of Business Search Committee for Business Analytics Professor (October 2015 – December 2015)

Member of Local Organizing Committee for 2015 CCM/ECHL All-Star Classic (August 2013 – February 2015)

Chair of Program Search Committee for Director of External Affairs Position (August 2013 – September 2013)

Member of Local Organizing Committee for 2014 NCAA Men's Basketball Tournament (June 2013 – March 2014)

Department Coordinator for UCF College of Business Departmental Review Committee (August 2012 – May 2015)

Program Representative, UCF College of Business Undergraduate Program Review Committee (May 2012 – May 2016)

Member of Review Committee for Association to Advance Collegiate Schools of Business (April 2012 – May 2015)

Faculty Library Representative for Sport Business Management Program (September 2011 – August 2015)

Student Honors Thesis Faculty Committee Member and Advisor (August 2011 – Present)

Faculty Advisor for Sport Business Club at UCF (August 2010 – Present)

AWARDS AND GRANTS

Recipient of UCF College of Business Teaching Innovation Grant (\$5,000 awarded in August 2016)