

# SCOTT BUKSTEIN

Director of Undergraduate Sport Business Management Program  
Associate Director of DeVos Graduate Sport Business Management Program  
University of Central Florida, College of Business Administration  
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## **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 with over 300 students
- Faculty Advisor to Sport Business Club at UCF
- Research Associate for The Racial and Gender Report Card (2011-2013)

### **Emory University, Goizueta Business School**

*Adjunct Assistant Professor* (January 2013 – Present)

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

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

*Adjunct Instructor* (December 2013 – Present)

- Graduate course taught: Sport & Entertainment Law

### **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 Player Engagement department on various player engagement matters relating to diversity and inclusion within the NFL as well as on female consumers of the NFL brand
- Co-author of three research reports on occupational mobility patterns within the NFL (reports are available at [www.coachingmobilityreport.com](http://www.coachingmobilityreport.com))
- Co-author of research report on female spectators and consumers of the NFL brand (report is available at [www.nflplayerengagement.com](http://www.nflplayerengagement.com))

### **Ross Initiative in Sports for Equality (RISE)**

#### **Wharton Sports Business Initiative, University of Pennsylvania**

*Curriculum and Content Development Consultant* (June 2014 – Present)

- Develop 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
- Collaborate 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”

### **Minnesota Vikings**

*Market Research Consultant* (December 2014 – Present)

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

### **California State University, Northridge**

*Market Research Consultant* (September 2014 – Present)

- Conduct market research on the game-day experience of female spectators at college athletics events, and make data-driven strategic business recommendations to athletics department leaders

## **CORPORATE AND SPORTS LAW ATTORNEY EXPERIENCE**

### **Faegre Baker Daniels Law Firm, Minneapolis, Minnesota**

*Associate Attorney* (2007 – 2009)

- Negotiated and drafted Naming Rights Agreement for Target Corporation’s sponsorship of new Minnesota Twins baseball 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

## **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.
- 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**

- Harrison, C.K., Bukstein, S., McPherson-Botts, G., & Lawrence, S.M. (2015). Female Spectators and Customers at National Football League Games. International Journal of Sport Marketing and Sponsorship.
- Traynowicz, L., Harrison, C.K., McPherson-Botts, G., Bukstein, S., & Lawrence, S.M. (2015). A Quantitative Analysis of the Academic, Athletic, and Social Domain Perceptions of Division I Football Players. College Student Affairs Journal.
- Fuller, R., Harrison, C.K., & Bukstein, S. (2015). Racial Identity and Athletic Identity of African American Male Student-Athletes. Race Ethnicity and Education Journal.
- 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**

Harrison, C.K. & Bukstein, S. (2015). Nevin Shapiro's \$930 Million Ponzi Scheme at the University of Miami, in *Scandals in College Sports*. Routledge.

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**

Mark Conrad, *The Business of Sports*, 3<sup>rd</sup> ed. (April 2014; honorarium received)

Linda Sharp et al., *Sport Law: A Managerial Approach*, 3<sup>rd</sup> ed. (August 2013; honorarium received)

Thomas Cheesebro et al., *Communicating in the Workplace* (June 2012; honorarium received)

Beatty/Samuelson, *Business Law and the Legal Environment*, 5<sup>th</sup> ed. (July 2010; honorarium received)

Brian Lampman & Sandra Prettyman, *Learning Culture through Sports* (August 2009; honorarium received)

Mark Conrad, *The Business of Sports*, 2<sup>nd</sup> ed. (July 2009; honorarium received)

## **JOURNAL ARTICLE AND BOOK PROPOSAL REVIEWS**

- 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**

- “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**

- Licensed to Practice Law in Minnesota (2007 – Present)
- Member of Sports Lawyers Association (2008 – Present)
- Member of Editorial Review Board for *Journal of Issues in Intercollegiate Athletics* (May 2010 – April 2014)

## **PROFESSIONAL APPOINTMENTS AND COMMITTEE ASSIGNMENTS**

- Member of Local Organizing Committee for 2016 American Athletic Conference Men’s College Basketball Championship (July 2015 – Present)
- 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 (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)
- Member/Representative, UCF College of Business Undergraduate Program Review Committee (May 2012 – Present)
- 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 – Present)
- Student Honors Thesis Faculty Committee Member and Advisor (August 2011 – Present)
- Faculty Advisor for Sport Business Club at UCF (August 2010 – Present)