

CURRICULUM VITAE

ADRIEN BOUCHET

Professor & Director
DeVos Sport Business Management
College of Business
University of Central Florida
Adrian.Bouchet@ucf.edu

EDUCATION

PhD Texas A & M University
M.S. Arizona State University
 Purdue University, Krannert School of Management
B.S. Auburn University

ACADEMIC APPOINTMENTS

University of Tulsa, Collins College of Business

Warren Clinic Endowed Professor 2010-Present
Senior Associate Dean 2021 – Present
Associate Dean 2020 - 2021
Graduate Program Director 2020 – Present
Faculty Athletic Representative 2020-Present
Chair, Department of Management & Marketing 2017-2019
Full Professor 2021 – Present
Associate Professor 2015-2021
Assistant Professor 2010-2015

ISCTE – University of Lisbon, Lisbon, Portugal

Visiting Professor (Fulbright Fellowship – Hospitality, Tourism & Sport),
Summer 2019

Instituto Universitario Salesiano Venezia, Verona, Italy,

Visiting Professor, Summer 2017

Arizona State University, W.P. Carey School of Business

Visiting Associate Professor, Department of Marketing, Spring 2017

University of Torino, Torino, Italy

Visiting Professor, Summer 2016

Texas A&M University

Executive Director, Center for Sport Management Research 2008 – 2009
Instructional Assistant Professor, Division of Sport Management 2006 – 2010

Lipscomb University College of Business
Adjunct Professor, MBA Program 2009-2016

INDUSTRY POSITIONS

ISP/Learfield (Now called IMG) Sports, Associate General Manager 2003-2004
Miami Dolphins, National Football League, Manager, Marketing Partnerships
2000-2003
Clear Channel Entertainment, Senior Director, Sport Consulting Division
1999-2000
SFX Sports, Director, Team, League and Property Division 1998-1999
Miami Marlins, Major League Baseball, Senior Manager, Marketing
Partnerships 1995-1998

EXECUTIVE EDUCATION

Certificate in International Business, University of South Carolina. Darla Moore School
of Business

EDITORSHIPS & AWARDS

Research Fellow – North American Society for Sport Management (2016)

Editorial Boards – Journal of Applied Sport Management 2015-Present
Journal of Issues in Intercollegiate Athletics 2016-Present

Guest Editor – International Journal of Revenue Management. Special Issue on Revenue
Generation in Sport Organizations

Fulbright Fellowship, Lisbon, Portugal 2019

Faculty Member of the Year – University of Tulsa Student Athlete Advisory Committee
2018

Sport Marketing Association Conference Program Co-chair 2005

Texas A&M University Teacher of the Year (Kinesiology department) 2010

Awarded the Warren Clinic Endowed Professorship in 2010

Mayo Excellence in Research Award 2015

Most Valuable Professor Award 2014 (Nominated by Steve Repichowski)

Most Valuable Professor Award 2015 (Nominated by Mariah Turner)

Most Valuable Professor Award 2016 (Nominated by Ellie Reaves)

Most Valuable Professor Award 2018 (Nominated by Emily Thorson)

Most Valuable Professor Award 2019 (Nominated by Chris Ivy)

Most Valuable Professor Award 2020 (Nominated by Keylon Stokes)

Vice President for Industry Relations – Alliance for Sport Business(2016-Present)

Best Paper (Strategy Track) Southern Management Association, Bouchet, A. Laird, M.D., Troilo, M., The role of reputation, status, and university endowment in increased athletic competition: evidence from NCAA Division I. St. Petersburg, 2015

2010 – Teacher of the Year Texas A&M Division of Sport Management

FUNDING ACTIVITIES

Research Grants

2019 – Fulbright Fellowship. Lisbon, Portugal

2017 – Center for Global Education, “Comparative studies in (Latin American) International Sport Business” **Funded \$3,000**

2015 – Center for Global Education, - “Strategic alliances, culture, and firm performance: evidence from top European soccer clubs.” **Funded \$5,000**

2015 – TU Faculty Research Grant - “Real option valuation: an empirical analysis using Major League Baseball contracts” **Funded \$2,000**

2014 – Faculty Development Summer Fellowship **Funded at 10% of salary**

2012 Janet B. Parks NASSM Research Grant “Towards predicting escalation of commitment in intercollegiate athletics: normalizing determinants in Athletic Departments” **Funded \$3,059**

2012 Center for Global Education – Responsible Sourcing, Competitive Dynamics, and Human Assets: A Framework for Labor Procurement Negotiations In the Talent Supply Chain” **Funded \$3,000**

2011 –2012 Knight Commission on Intercollegiate Athletics – “De-escalation of Commitment among Division I Athletic Departments” **Funded \$4,255**

2011 – Faculty Development Summer Fellowship, Escalation and Outsourcing in College Athletics. **Funded at 10% of salary**

Research Contracts

2007- Co-Investigator: Adrien Bouchet, Event effectiveness of the 2007 Sunshine State Games. Florida Sports Foundation **Funded \$6,500**

PUBLICATIONS

Peer Reviewed

Jenson, J., Walkup, B. & **Bouchet, A.** (2022). Assessing returns from new sponsorship opportunities: the case of NBA jersey sponsorships. *Sport Marketing Quarterly* (Accepted).

Bouchet, A., Troilo, M., Chiang, W., & Shang, J. (2022). Efficiency analytics of NCAA Division I college football programs. *Journal of Applied Sport Management* (Accepted).

Sun, L., Bajaj, A. & **Bouchet, A.** (2022). CEO power and lawsuit likelihood. *Quarterly Journal of Finance and Accounting* (Accepted).

Gur, F., **Bouchet, A.**, Walkup, B. & Jenson, J. Beyond sponsorships: Lessons from equity partnerships in the German Bundesliga. *Journal of Business and Industrial Marketing* (Accepted Oct. 2, 2021)

Brochado, A. Dionisio, P., Leal, C., **Bouchet, A.** & Conceição, H. Organizing Sport's Events: The Promoters Perspective. *Journal of Business and Industrial Marketing* (Accepted Sept. 6, 2021)

Wanless, E. Siegfried, C. **Bouchet, A.** & (2021) The diffusion of natural language processing in Professional Sport. *Sport Management Review* (Forthcoming)

Brochado, A., Brito, C., **Bouchet, A.**, & Oliveira, F. (2021). Dimensions of football stadium and museum tour experience: the case of Europe's most valuable brands. *Sustainability* 13, 6602. (Impact Factor 3.251)

Walkup, B., Doellman, T., **Bouchet, A.** & Chabowski, B. (2021) A Dichotomy of Sport Sponsorships: Does the Nature of Competition among Sponsors Matter? *Journal of Sport Management* (Accepted)

Bajaj, A., **Bouchet, A.**, & Sun, L (2021). The mediating effect of bridging social capital between social media usage and affective attitude: an explanatory model: social media usage, social capital and attitude. *International Journal of Social Media and Online Communities* (Forthcoming)

Dionisio, P., Brochado, A., Leal, M. & **Bouchet, A.** (2021). Stakeholders' perspectives on hosting large-scale sports events. *Event Management (Forthcoming)*

Bouchet, A., Troilo, M, Urban, T., Mondello, M. & Sutton, W. (2020). Business analytics, revenue management, and sport: evidence from the field. *International Journal of Revenue Management* 11(4), 277-296.

Bouchet, A., Song, X., & Sun, L. (2020) CEO network centrality and Corporate Social Responsibility. *Social Responsibility Journal*. December

Nite, C., Hutchinson, M., & **Bouchet, A.** (2019). Towards an institutional theory of escalation of commitment in sport management. November, *Sport Management Review* 22(5) pp.571-583

Bouchet, A. Doellman, T., Troilo, M., & Walkup, B. (2017). Preempting the competition: how do shareholders view sponsorships in the sport apparel industry? *Journal of Sport Management*, 31(3), 275-287.

Bouchet, A., Laird, M., Troilo, M., Ferris, G. & Hutchinson, M. (2016). Effects of increased NCAA competition in university athletic reputation, academic status, and endowment: evidence from NCAA Division I universities. *Sport Management Review* 20(4), 395-407. **(Won Best Paper at Southern Management Association Strategy Track)**

Walkup, B., **Bouchet, A.**, Lemke, K. (2016). Corporate ownership model: Should Borussia Dortmund take on an equity partner? *Journal of Business Cases and Applications*.

Bouchet, A., Troilo, M. & Walkup, B. (2016). Dynamic pricing usage in sports for revenue generation. *Managerial Finance* 42(9) pp. 913-921.

Parris, D., **Bouchet, A.** Welty-Peachey, & J., Arnold, D. (2016). Change is hard: overcoming barriers to service innovations. *Journal of Service Marketing*. 30(6), pp. 615-629.

Zboja, J., Laird, M. & **Bouchet, A.** (2016) The moderating role of consumer entitlement on the relationship of value with customer satisfaction *Journal of Consumer Behavior* 15(3), pp. 216-224.

Troilo, M, **Bouchet, A.** Urban, T. & Sutton, B. (2016). Perception, reality and the adoption of business analytics: evidence from North American professional sports organizations. *Omega: The Journal of Management Science*

Bouchet, A., Troilo, M. & Spaniel, W. (2015). International sourcing, social responsibility & human assets: A framework for labor procurement negotiations in baseball's talent supply chain. *Corporate Governance* 15(2), pp. 214-228

Parris, D., Shapiro, S., Welty-Peachy, J., Bowers, J., & **Bouchet, A.** (2015). More than competition: exploring stakeholder identities at a grassroots cause-related sporting event. *International Review of Public and Nonprofit Marketing*. pp.1-26.

Bouchet, A., Troilo, M., Doellman, T., & Walkup, B. (2015). The impact of international football matches on primary sponsors and shareholder wealth. *Journal of Sport Management* Vol. 29(2) pp.200-210

Nite, C., Hutchinson, M., Melton, N., & **Bouchet, A.** (2015). Locating Universities within the phases of escalation of commitment to intercollegiate athletics. *Journal of Applied Sport Management* Vol. 7(1) pp. 87-108

Hutchinson, M., Nite, C. & **Bouchet, A.** (2015). Escalation of commitment in Unites States collegiate athletics departments: an investigation of social and structural determinant of commitment. *Journal of Sport Management, NASSSM/Janet Park Research Grant* article Vol. 29(1), 57-75.

Parris, D., Troilo, M., **Bouchet, A.**, and Peachey, J.W. (2014) Action sports athletes as entrepreneurs: Female professional wakeboarders, sponsorship, and branding, *Sport Management Review*, Vol. 17(4), 530-545.

Hutchinson, M & **Bouchet, A.** (2014). Organizational redirection in highly bureaucratic environments: de-escalation of commitment among division I athletic departments. *Journal of Sport Management* Vol. 28(2) pp.143-161

Hutchinson, M. & **Bouchet, A.** (2013). Achieving organizational de-escalation: exit strategy implementation among United States collegiate athletic departments. *Sport Management Review* Vol.17(3), 347-361.

Hutchinson, M. & **Bouchet, A.** (2012). De-escalation of Commitment in University Athletics: An Investigation of Spending in Division I Universities. Knight Commission on Intercollegiate Athletics Washington D.C.

Bouchet, A., Troilo, M., & Welty-Peachey, J. (2012). Major League Baseball and the Dominican Republic: What is in the best interest of the players? *Sport Management Review*. Vol. 16. pp. 236-250

Bouchet, A. & Hutchinson, M. (2012). De-escalation of Commitment: A Case Study Examination of the University of Chicago's Decision to Leave

Division I athletics and its Impact on Institutional Branding, *Journal of Sport Administration & Supervision*. Vol. pp. 97-113.

Bouchet, A., Hutchinson, M. & Batista, P., (2011). The Effectiveness of Early Termination Clauses In Coaching Contracts, *Applied Research in Coaching in Athletics Annual* Vol. 27. pp. 147-163

Bouchet, A. & Hutchinson, M. (2011). Organizational Escalation and Retreat: A Case Study of Birmingham Southern College's move from NAIA to Division I athletics and then to Division III classification. *Journal of Intercollegiate Sport*. Vol. 4 pp. 261-282.

Bouchet, A., Ballouli, K. & Bennett, G. (2011). Implementing a Ticket Sales Force in College Athletics. *Sport Marketing Quarterly*, 2, pp. 22-32

Bouchet, A. Hutchinson, M. (2010). Organizational Escalation to an Uncertain Course of Action A Case Study of Institutional Branding at SMU. *Journal of Issues in Intercollegiate Athletics*, 1(3), p.272-295

Hutchinson, M. & **Bouchet, A.** (2010). Sponsoring firms assess perceptions of Sport property engagement and execution. *Journal of Sponsorship* 4(1), 59-71

Choi, J., Tsuji, Y., **Hutchinson, M.,** & Bouchet, A. (2010). An investigation of sponsorship implications within a state sports festival: The case of the Florida Sunshine State Games. *International Journal of Sports Marketing & Sponsorship*, 12(2), p.108-123

Nite, C. & **Bouchet, A.** (2009). Trust and Teams, *Applied Research in Coaching In Athletics Annual* 26 p. 278-284

Bouchet, A. (2009). Linking the Outsourcing of Sponsorships to Athletic Department Strategy: An Agency Perspective. *Journal of Sponsorship* 3(3), p.277-283

Bouchet, A., Hutchinson, M., & Hudson, S. (2009). Sport Property Sponsorships: Examining Sponsoring Firms Perceptions on Sport Sponsorship, *Journal of Contemporary Athletics*, 4(4), p.1-11.

Bouchet, A. & Lehe, A (2009). Volunteer Motivations for Youth Sports *Journal of Youth Sports* 5(1), p. 21-24

Hudson, S., Sagas, M., & **Bouchet, A.** (2009). The Freshman Learning Community in Sport Management: Does it have an Impact? *Applied Research in Coaching Athletics Annual* 24(1)

Bouchet, A., (2008). A Look at Academic Reform, Student Athlete Compensation and the Case for a New Classification of Student-Athlete, *Journal of Contemporary Athletics*, 3(3)

Current Projects

Bouchet, A & Hart, T. Multi-stakeholder value creation: a study of Volkswagen
Status: Ready for submission to *Business & Society*

Bouchet, A., Troilo, M., Paul, J. & Krisic, K. (2018). Addressing a global business challenge: the case of Bundesliga's FC Schalke 04. Ready to submit

Bouchet, A., Nite, C., & Anderson, H. Transformative Service Research and Well Being: Findings from the NCAA. Status: Sorting the data

Bouchet, A., Settle, C., & Troilo, M. (2014). A (baseball) tale of two islands: Evidence from Puerto Rico and the Dominican Republic. Status: Writing paper

Published Conference Proceedings

Zboja, James J., Mary Dana Laird, and **Adrien Bouchet** (2014), "On the Service Quality and Satisfaction Relationship: The Moderating Role of Consumer Entitlement," in *Developments in Marketing Science, Volume 37*, Michael W. Obal, ed., 51.

Wood, C., Gao, Y., Joshi, N., Dhar, U., Reddy, N., Singh, D., Dhar, S., Sharma, A., Wood, N., Liang, X., **Bouchet, A.**, Zboja, J. Tough Listening: a cross cultural exploration of strategies to improve listening when it is difficult. Global Marketing Conference, Hong Kong. 2016

Book Chapters

Bouchet, A. & Hudson, S. (2009). Business of Sport. *Sociology of Sport and Physical Education*. Center for Sport Management and Education Texas A&M University

Non-Refereed

Bouchet, A., & Ballouli, K. (2011). The Price of Admission. Athletic Management May 16, 2011

Kahler, J., **Bouchet, A.** & Ritter, K. (2006) Corporate Sponsorship Survey Report National Sports Forum

Bennett, G., **Bouchet, A.**, & Ballouli, K. (2007). Florida Sports Commission Technical Report, Sunshine State Games Marketing Research Report

Mainstream Media Mentions

Huffington Post/Chronicle of Higher Education (2015). Sports at any cost: how students are bankrolling the athletics arms race

The University of Tulsa Collins College of Business Magazine (2014, Summer) Is Chevrolet's stock price affected when Manchester United travels abroad?

The University of Tulsa Alumni Magazine (2013, Spring) Conquering major league challenges.

The University of Tulsa Collins College of Business Magazine (2013, Winter) Division I Football: a losing proposition for universities.

Tulsa World (2012, Dec 16) Bowl Busts: Only the biggest bowl games turn out money-makers for schools.

Team Marketing Report (1998) Marlins create new positions to tackle mid size Companies for sponsorship, group sales package Jan. V.10 I.4

CONFERENCE/INVITED PRESENTATIONS

International/National/Regional

Wanless, E. Siegfried, C. & **Bouchet, A.** The Bass Model Forecast for Natural Language Processing Adoption in Professional Sport. NASSM Virtual 2021

Walkup, B. Doellman, T., **Bouchet, A.** & Chabowski, B. Event Study and Sponsorship Taxonomy. European Academy of Management 2020 Dublin, Ireland. Virtual

Wanless, L., **Bouchet, A.** & Siegfried, C. Artificial Intelligence in Sport: Promise and Reality. Texas Sport Industry Conference, Dallas 2020

Bouchet, A. & Hart, T. Simultaneous Multi-Stakeholder Value Creation: How Volkswagen made it Happen in Wolfsburg. International Society for Business & Society. Lisbon, Portugal 2020 Virtual

Bouchet, A. North American vs European sport model. ISCTE-INDEG Executive Education Masterclass. Lisbon, Portugal 2019

Bouchet, A. Gur, F. & Walkup, B. Beyond sponsorships: Lessons from equity partnerships in the German Bundesliga. ISCTE Business School, 2019 Lisbon, Portugal

Bouchet, A., Troilo, M., & Urban, T. Business analytics in sports marketing: evidence and theory from the field. European Academy of Management 2019 Lisbon, Portugal

Nite, C., Hutchinson, M. & **Bouchet, A.** Towards an institutional theory of escalation of commitment within sport management: a review and future research directions. NASSM 2019 New Orleans

Jenson, J., **Bouchet, A.** & Walkup, B. Signaling theory and the National Basketball Association Jersey sponsorship. Sport Marketing Association Frisco, TX 2018

Bouchet, A., J. Song, and L. Sun. CEO network centrality and corporate social responsibility. Proceedings of AAA Annual Meeting, 2018.

Bouchet, A. & Nite, C. Transformative Service Research and Well Being: Findings from the NCAA. American Marketing Association Winter, 2018

McIntosh, D., Lee, C., **Bouchet, A.** Every Second Counts? Goal Gradient Theory and the (Lack of) Effort in NBA Playoff Games. American Marketing Association AMA San Francisco, Summer 2017.

Bouchet, A., Chabowski, B., Doellman, T., & Walkup, B. Sponsorship effectiveness in international sport. American Marketing Association Winter, Orlando. 2017

Wood, C., Gao, Y., Joshi, N., Dhar, U., Reddy, N., Singh, D., Dhar, S., Sharma, A., Wood, N., Liang, X., **Bouchet, A.**, Zboja, J. Tough Listening: a cross cultural exploration of strategies to improve listening when it is difficult. Global Marketing Conference, Hong Kong. 2016

Bajaj, A., & **Bouchet, A.** The role of intensity of alumni sports site usage on social capital, team identification, and purchase intentions. Association of Business Information Systems, Oklahoma City, 2016

Bouchet, A. Laird, M.D., Troilo, M., Hutchison, M. The role of reputation, status, and university endowment in increased athletic competition: evidence from NCAA Division I. Southern Management Association, St. Petersburg, 2015

Bouchet, A., Doellman, T. Troilo, M., Walkup, B. The Impact of international football matches on primary sponsors and shareholder wealth. NASSSM Ottawa, CA, 2015

Zboja, J., Laird, M.D., **Bouchet, A.** On the service quality and satisfaction relationship: the moderating role of consumer entitlement. Academy of Marketing Science, Indianapolis, IN 2014

Hutchinson, M., Nite, C., **Bouchet, A.** Escalation of commitment in United States Collegiate athletic departments: an investigation of social and structural determinants of commitment. NASSM, Pittsburgh PA 2014

Bouchet, A., Doellman, T., Troilo, M. & Walkup, B. The impact of international football matches on primary sponsors and shareholder wealth. 30th Southwest Finance Symposium Spring, 2014

Hutchinson, M, **Bouchet, A.** & Nite, C. Toward Predicting Escalation Of Commitment: Normalizing Determinants in Intercollegiate Athletic Departments. NASSM, Austin, TX 2013

Hutchinson, M, **Bouchet, A.,** & Nite, C. Organizational Redirection in Highly Bureaucratic Environments: De-escalation of Commitment among Division I Athletic Departments. NASSM, Austin, TX 2013

Hutchinson, M., **Bouchet, A.** & Nite, C. Organizational Redirection in Intercollegiate Athletics: Resultant factors of De-escalation of Commitment NCAA Conference Dallas, TX Spring, 2013

Parris, D, **Bouchet, A.,** Troilo, M., & Welty-Peachey. Action Sport Athletes As Entertainers: A Case Study of Female Professional Wakeboarders Personal Brands to Gain Sponsorship. Atlantic Marketing Association Williamsburg, VA Fall, 2012

Bouchet, A. & Zboja, J. The Service Profit Chain in a Professional Sport Setting American Marketing Association (AMA) Chicago. Summer 2012

Bouchet, A., & Hutchinson, M. Brand Establishment at the University of Chicago: An investigation of de-escalation of commitment in University Athletics. College Sport Research Institution Chapel Hill, NC Spring 2011

Hudson, S., **Bouchet, A.** & Jones, K. Organizational Change: A Case Study of Long Beach State Football. College Sport Research Institution. Chapel Hill N.C. Spring 2011

Bouchet, A., & Nite C. Escalation of Commitment Applied to the History of Intercollegiate Athletics, AAHERD National Convention, San Diego Spring 2011

Bouchet, A., Ballouli, K. & Bennett, G. Implementing a Ticket Sales Force in College Athletics. Sport Marketing Association, New Orleans Fall 2010

Bouchet, A, Parris, D. & Wealty-Peachy, J. Personalized Marketing: Customer Relationship Management (CRM) in Sport Organizations, Sport Marketing Association, New Orleans Fall 2010

Bouchet, A. & Hutchinson, M. Organizational Escalation to an Uncertain Course Of Action: A Case Study of Institutional Branding at Southern Methodist University. NASSM Tampa, FL. Spring 2010

Bouchet, A. & Hudson, S. An Examination of Ed O'Bannon's Lawsuit against the NCAA: What are the Implications of a Player's Victory for the N.C.A.A. Sport & Recreations Lawyers Association, Albuquerque, N M. Spring 2010

Hudson, S. & **Bouchet, A.** American Needle vs NFL
Sport & Recreations Lawyers Association, Albuquerque, N M. Spring 2010

Bouchet, A., Hudson, S. & Kieper, P. Organizational Escalation and Retreat: A Case Study of Birmingham Southern College. College Sport Research Institution Chapel Hill, NC. 2010

Hutchinson, M., **Bouchet, A.**, & Bennett, G. Sponsoring Firms Assess Perceptions of Sport Property Sponsorships and Execution , NASSM Columbia, S.C. 2009

Hudson, S., **Bouchet, A.** & Batista, P. The examination of 501 (c)(3) Non Profit Organizations, Sport & Recreation Lawyers Association, San Antonio, TX Winter 2009

Batista, P., & **Bouchet, A.**, Effectiveness of Early Termination Clauses in Coaches Contracts Presented at NASSM Toronto, Canada 2008

Bouchet, A., & Ballouli, K., Attitudes toward Location at a State Sponsored Festival. Presented at Sport Marketing Association, Pittsburgh, PA., 2007.

Ballouli, K., Bennett, G., & **Bouchet, A.** Does the host site matter? A comparison of the market demographics for an annual state sports festival. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA. 2007

COURSES TAUGHT

The University of Tulsa

Undergraduate:

MGT 1013: Business & Society

MGT 2973: Introduction to Sport Management

MGT 3003: Principles of Management

MGT 3973: Revenue Generation in Sport Organizations

MGT 4973: International Sport Business

MGT 4993: Independent Study

MGT 4813: Internship

MGT 4800: Survey of Supply Chain Management
MGT 4023: Negotiations and Management Skills

Graduate:

MGT 6023: Negotiations and Management Skills
MGT 6333: International Sport Business
MGT 6111: Graduate Seminar Sport & Event Management (MBA course)
MGT 6XXX: International Marketing
MGT 6XXX: Corporate Social Responsibility

Texas A&M University

Undergraduate:

SPMT 485: Seminar: Issues in Sport Management
SPMT 485: Seminar: Sports Sales
KINE 422: Financing Sport Organizations
KINE 423: Marketing of Sport Organizations
KINE 217: Management of Sport Organizations

Graduate:

KINE 612: Introduction to Sport Management (Co-taught)
KINE 685: Sport Sales
SPTM 682: Strategy

Lipscomb University, College of Business, MBA Program (Eight years)

Graduate:

BU 6803: Sport Management

Arizona State University, W.P. Carey School of Business

MKT 441: Revenue Generation in Sport Organizations
MKT 311: Introduction to Sport Business

Graduate:

MKT 515: Introduction to Sport Marketing (Co-taught) Evening MBA Program

United States Military Academy at West Point

Undergraduate:

DPE 201 Basketball
DPE 201 Boxing

REVIEWING OF SUBMITTED MANUSCRIPTS

- Sport Management Review
- Journal of Sport Management
- Journal of Sport Economics
- Journal of Intercollegiate Sport
- Journal of Issues in Intercollegiate Athletics
- Sport Marketing Quarterly
- International Journal of Sport Management & Marketing

- Journal of Business Ethics
- International Journal of Revenue Management
- Managerial Finance
- The Services Industries Journal
- North American Society for Sport Management (conference)
- Academy of International Business (conference)
- Academy of Marketing Science (conference)
- European Academy of Management (conference)

SUMMARY OF PROFESSIONAL INDUSTRY EXPERIENCE (1994-2004)

Hurricanes Sports Properties (University of Miami), Miami, FL Associate General Manager

- Managed all revenue generating positions for the university's athletic department, including the Hurricanes radio network, corporate sponsorships and marketing departments.
- Negotiated naming rights contract for 10,000 seat on-campus Convocation Center
- Signed Comcast and McDonalds to six-figure, multi-year deals for 2003 season.
- Responsible for signage sales at Orange Bowl, Convocation Center, and Mark Light Field
- Negotiated and managed the relationship with WQAM, the flagship radio station.
- Managed, trained and developed a three person sales staff.

Miami Dolphins, National Football League/Pro Player Stadium, Miami, FL Manager, Marketing Partnerships and Business Development

- Managed the revenue generating departments of both the Miami Dolphins and Pro Player Stadium
- Led sales effort that generated yearly revenue in excess of \$11 million.
- Participated in all aspects of the sales and implementation process.
- Chaired the Miami Dolphins Hispanic marketing committee to develop and coordinate team's effort to reach out to South Florida's Hispanic community.

Clear Channel Entertainment/SFX Sports, Washington, DC and New York, Senior Director, Advertising and Business Development

- Responsible for sales, marketing, research and consulting projects for the Team, League and Venue group, primarily through client relationships and cross-functional alliances within Clear Channel Communications business units, including Music, Radio and Sports.
- Spearheaded strategic planning effort in conjunction with Vice President of TLV's core business, including ticket sales/operations, naming rights consulting, sponsorship sales and research.

- Presented service capabilities to prospective clients, as well as managing and driving key accounts
- Managed the TLV relationship with the University of Miami, including ticket sales/operations for the Convocation Center, the university's new \$40 million dollar basketball arena.
- Consulted for the University of Connecticut on sponsorship issues relating to the Rentschler Field football stadium construction project.
- Provided Western Kentucky University with a season ticket analysis to enhance sales development for the men's and women's basketball program, resulting in a 30% increase in ticket sales.
- Managed ticket sales for Clear Channel's Amphitheatre and Broadway Shows.

**Florida Marlins, Major League Baseball, Miami, FL
Senior Manager, Group Sales/Marketing Partnerships**

- Responsible for national and local sponsorship sales for both team and venue with a direct focus on signage, retail promotions and print advertising; clients included Visa, Gatorade, Sports Authority, General Mills and AutoZone.
- Focused on identifying, evaluating and prioritizing corporate sales prospects.

SPORTS CONSULTING EXPERIENCE

University of Miami
 Western Kentucky University
 University of Connecticut
 State of Connecticut (Renschler Football Field Project)
 University of Maryland
 Oklahoma State University
 Arena Football League
 Chicago Rush (Arena Football League)
 New Jersey franchise (Arena Football League)
 Fanz Racing (NASCAR)
 Baltimore Franchise (American Hockey League)
 Walter Camp Football Foundation
 Canadian Football League
 Birmingham Franchise (Canadian Football League)
 Tampa Bay Ice Palace
 Phoenix Roadrunners (East Coast Hockey League)
 The Mills Corporation
 Super Bowl Host Committee (Atlanta)
 Super Bowl Host Committee (New Orleans)
 Integrated Sports International
 Clear Channel Communications
 St Louis Amphitheatre

INVITED/PROFESSIONAL SPEECHES

Hungarian Society of Sports Science Annual Conference, Szombathely, Hungary, 2018

German Sport University – Cologne Summer, 2015

Technical University of Munich Summer, 2015

Johannes Gutenberg University of Mainz Summer, 2015

The University of Tulsa Collins College of Business Executive Board Meeting
Spring, 2015

The Knight Commission of Intercollegiate Athletics, De-escalation of Commitment in
University Athletics: An Investigation of Spending in Division I
Universities. Fall, 2012 Washington, D.C.

Alliance for Sport Business – Sport Business and Law Symposium, Spring 2011
Saint Louis University, John Cook School of Business

The University of Tulsa Collins College of Business Executive Board Meeting
Fall, 2010 The Status of the Sport Administration program

Human Resource Management in Sports Panel (Moderator) October, 2008
Sports Business Forum, Texas A&M University, College Station, TX

Fan Programs July, 2008
Fusion Arts Exchange, College Station, TX

Sponsorship Activation July 2008
Fusion Arts Exchange, College Station, TX

Breaking into the Business Panel Discussion (Moderator) January, 2008
Sports Business Forum, Texas A&M University, College Station, TX

Kyung Hee University Sports Industry Forum Exchange January, 2008

Fan Programs June, 2007
Fusion Arts Exchange, College Station, TX

Sponsorship Activation June 2007
Fusion Arts Exchange, College Station, TX

Kyung Hee University Sports Industry Forum Exchange January, 2007

Selling Stadium Sponsorships June, 2005
Central Hockey League Summer Conference, Phoenix, AZ

The Future of Ticket Sales in Division I Athletic Departments January 2000
Sunbelt Conference Athletic Directors Winter Meetings, New Orleans, LA

SERVICE

NASSM Doctoral Grant Review Committee 2018
The University of Tulsa Undergraduate Curricula committee 2018-Present
The University of Tulsa, Committee on Intercollegiate Athletics (COIA) representative
2014-Present
Co-Chair, Sport Management Association 3rd Annual Conference, Tempe, AZ 2005
Chairperson, Trott Lecture Series, Texas A&M University 2007
Faculty Advisor, Texas A&M Sport Management Student Advisory Board 2007
South Florida Daily Bread Food Bank 1998 – 2001
TU College of Business Inspirational Teacher Committee (Samantha Summers, Rick
Arrington & Brad Carson) March 2011
TU Guest Speaker – Exercise Science Club 2011 & 2012
TU Brazil Committee 2012-2013
Collins College of Business International Education and Administration Committee 2012
– Present
Bouchet, A & Troilo, M. (2013). Pricing and revenue strategy in the sport industry.
Editorial for special issue of the *International Journal of Revenue Management*. Vol. 7.
pp. 91-94
The University of Tulsa Faculty Senate 2015-2017
Collins College of Business Computer Testing Challenges Committee 2015-Present
Collins College of Business Distinguished Lecture Committee 2015-Present
The University of Tulsa International Initiatives Committee 2014-Present
Collins College of Business Promotion and Tenure Committee 2015-2017
Faculty Grievance 2014-Present
Chair - Search Committee for Organizational Behavior tenure track position Fall, 2017
Chair – Search Committee for Management tenure track position Spring, 2018
Participated in David Brown’s (TU Professor of Education) “Leadership in Urban
Education” graduate course as a mentor to a graduate student
Conducted a teacher evaluation for Dr. Brian Walkup, Finance
Conducted a teacher evaluation for Dr. Mike Troilo, International Business
Department of Management & Marketing (PLO Committee)
Tulsa Law Review – Interdisciplinary Advisory Board Member 2019-Present

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management
Sport Marketing Association
American Marketing Association
Alliance for Sport Business

