

## VITA

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### EDUCATION:

Ed.D. Higher Education and Sports Studies Oklahoma State University Stillwater, Oklahoma	1980-83
M.S. Physical Education Oklahoma State University Stillwater, Oklahoma	1978-80
B.A. Political Science Oklahoma State University Stillwater, Oklahoma	1968-72

### ACADEMIC POSITIONS:

**PROFESSOR & FOUNDING DIRECTOR  
 SPORT AND ENTERTAINMENT GRADUATE PROGRAM,  
 DEPARTMENT OF MANAGEMENT AND ORGANIZATION,  
 UNIVERSITY OF SOUTH FLORIDA, TAMPA, FLORIDA (20012 -2020)**

#### Responsibilities include:

- Curriculum Design and development – resident and on-line programs
- Internship and Residency Development and placement
- Fundraising and sponsorship
- Program management and supervision
- Faculty recruitment and development
- Student advising
- Graduate level instruction (MBA)
- Student recruitment and selection
- Provide Instruction in: Sport Marketing, Sport Promotion and Sales, Global Sport Business
- Development and implementation of an on-line MBA for working

- professionals
- Job counseling and placement

**PROFESSOR AND ASSOCIATE DEPARTMENT HEAD  
DEVOS SPORT BUSINESS PROGRAM, COLLEGE OF BUSINESS,  
UNIVERSITY OF CENTRAL FLORIDA, ORLANDO, FL (2004-2012)**

Responsibilities included:

- Internship Coordinator
- Curriculum design and development
- Student advising
- Graduate level instruction (MBA)
- Student recruitment and selection
- Taught Sport Marketing, Sport Promotion and Sales, Issues in Professional Sport, International Sport Business
- Fund raising and program development

**PROFESSOR, DEPARTMENT OF SPORT STUDIES  
THE UNIVERSITY OF MASSACHUSETTS - AMHERST (1993-2003)**

Responsibilities included:

- Graduate Program Director
- Curriculum design and development
- Student recruitment and selection
- Instruction at the undergraduate and graduate levels
  - Masters and Doctoral level students
- Grantsmanship and fund solicitation
- Direction of student theses and dissertations
- Committee participation (School, College and University wide)
- Chair examination committees
- Taught the following courses:
  - Sport Marketing 623
  - Sport Marketing, Promotions and Public Relations 321
  - Introduction to Sport Management 210
  - Sport in Popular Culture/University Studies -- Baseball in Modern America 190 \*
  - Advanced Sport Marketing 495\*
  - Sport History 202
  - Pro Sport Seminar\*
  - Applied Sport Marketing Research 693A\*
  - Sales Management in Sport -- Theories and Applications\*
- \* Designed and developed these courses

- In 6 years, generated more than \$450,000 in outside funding through research contracts and projects

**ASSISTANT PROFESSOR AND COORDINATOR GRADUATE STUDIES  
PROGRAM IN SPORT MANAGEMENT - THE OHIO STATE  
UNIVERSITY (1986-1990)**

Responsibilities included:

- Responsible for overall administration of an academic graduate program comprised of Masters and Doctoral students
- Curriculum design and development
- Student selection and recruitment
- Student advisement
- Grantsmanship and fund solicitation
- Instruction of Masters and Doctoral level students
- Internship development and supervision
- Direction of student theses and dissertations
- Committee participation (School, College and University wide)
- Chair examination committees
- Design and implementation of an applied research curriculum at the Masters level and research channels at the doctoral level
- Taught the following courses:
  - Facility Management
  - Sport Marketing\*
  - Labor Seminar in Professional Sports\*
  - Promotional Strategies Seminar
  - Event Management\*
  - Sport Management
  - Applied Research\*
  - Special Projects
  - Internships

(\* - Designed and developed as a new course)

- In four years, generated over \$250,000 in external funds (not including donations) from teams, corporations, government and organizations used for student support, program development, stipends, etc.
- Worked with the College of Business to design courses in both sport management and marketing that would fulfill course requirements and elective requirements for graduate students in sport management and MBA students (NOTE: The sport marketing course and the promotional strategies

courses were accepted by the College of Business to fulfill MBA requirements and count as electives)

**ASSISTANT PROFESSOR AND INTERNSHIP COORDINATOR  
ROBERT MORRIS COLLEGE, PITTSBURGH, PA. (1982-1986)**

Responsibilities included:

- Internship development and supervision
  - Curriculum development
  - Instruction of both undergraduate and graduate students
  - Serve on College Committees
- 
- Selected to serve as part of an experimental group designed to use coursework to increase the writing proficiency of students
  - Assisted in the design, development and implementation of the new graduate program in Sport Management at Robert Morris College in 1984. This was the first graduate program in Sport Management located in a Business School.

**SABBATICAL ACTIVITY**

**Consultant, National Basketball Association (8/99 – 4/00, 1/1/04 -7/1/06)**

Department of Team Marketing and Business Operations

Accomplishments:

- Created an organizational structure for the research department
- Internal and external audits of all research activities
- Assisted in the Launch campaigns for the 1999-2000 NBA and 2000 WNBA seasons
- Planner and Presenter for 2000 Mid-Year Marketing Meetings
- Designed the organizational structure and established the focus and mission for the Marketing and Team Marketing and Business Operations Department (TMBO)
- Consulted with Team Services division on sales and attendance issues
- Work with teams to increase sales and marketing performance
- Assisted in the development of WNBA University, NBDL University and NBA University

## **PROFESSIONAL POSITIONS:**

**Vice President, Team Marketing and Business Operations, National Basketball Association**  
(NY, NY) May 2000 – January 2004. (These responsibilities continued in my subsequent role as  
Consultant – Team Business Development 1/2004 -7/2006)

### Responsibilities include:

- Assist NBA, WNBA and NBDL leagues and teams, in the areas of ticket sales, customer service, customer retention, promotion, advertising, branding, corporate partnership solicitation and service, market research, staffing and other marketing and business practices.
  - Responsible for increasing sales and other revenue forms as well as increasing attendance for each of the teams listed below:
- Account Manager for: Dallas Mavericks, New Orleans Hornets, Memphis Grizzlies, Miami Heat, Minnesota Timberwolves and Lynx, Orlando Magic, Phoenix Suns and Mercury San Antonio Spurs and Silver Stars, and the Connecticut Sun
- Designed and conducted the NBA Job Fair – an annual recruiting meeting to recruit and hire sales and marketing staff for NBA, WNBA and NBDL teams
- Designed and conducted regional marketing workshops in the areas of customer service and retention, sponsorships, ticket selling, branding, marketing and promotional concepts

### **Founder and Principal**

**Bill Sutton & Associates**, Tampa, Florida (2006-)  
Strategic Marketing and Revenue Enhancement  
[www.billsuttonandassociates.com](http://www.billsuttonandassociates.com)

### Responsibilities include:

- Consulting and market plan development
- Revenue enhancement
- Sales development
- Strategic long range planning
- Market analysis
- Promotional planning
- Consumer and on-site market research
- Professional staff development and team building
- Sales and promotional evaluation

**Vice President - Marketing and Information Services**  
**DelWilber + Associates, St. Louis, MO. (1990-93)**

Responsibilities included:

- Consulting and market plan development
  - Strategic long range planning
  - Market analysis
  - Promotional planning
  - Consumer and on-site market research
  - Sales proposal development, solicitation and management responsibility
  - Event design and management responsibilities
  - Developed and designed data base management systems for corporate clients and professional teams
  - Design and develop sales campaigns and promotional campaigns for professional teams and college athletic programs
  - Design and direct all field research assignments
- Annual revenue production in excess of \$500,000
- Designed and developed DWA's **RAPS** (Rapid Audience Profile System) methodology - an interactive computer-based survey system

## **PROFESSIONAL SERVICE:**

- Co- Editor - (1995-1999) - Sport Marketing Quarterly
  - Guest Editor Special Issue, June, 1995, 2011
  - Advisory and Editorial Board (1991 -1999, 2004 - 2010)
- Editorial Board - (1998-2002) - International Journal of Sports Marketing & Sponsorship
- Consulting Scholar - (1998-99) - New Jersey Historical Society
- North American Society for Sport Management (1985 –2001)
  - President (1989-90)
  - President-elect and Conference Director (1988-89)
  - Proposal/Abstract Review Committee (1997-98, 2000-01)
- Reaffirmation Team Member - Southern Association of Colleges and Schools (1998)
- American Marketing Association (1994 -1999)
  - Sport Marketing and Events Special Interest Group
- Founding Member – Sport Marketing Association (2002)
  - President (2008-09, 2009-10)
  - Past President & Executive Board (2010-12)
- Mid-Ohio Conference (NAIA) - Columbus, OH)
  - Commissioner (1989-90)
    - Responsibilities included:
      - Conference expansion
      - Marketing
      - Corporate sponsorships
      - Championships
      - Awards
      - Records and publications
      - Scheduling officials
      - Financial management

- Columbus Area Sports Commission (Columbus, OH)
  - Advisory Board Member (1989-90)
- Basketball Hall of Fame (Springfield, MA)
  - Marketing Committee member (1999 -2000)
- Flagler College Sport Management Advisory Board (2001- 2003)
- University of Central Florida Athletic Advisory Board (2005-2007)
- Orlando Magic Youth Foundation (OMYF) (2005-2012)
- Folds of Honor Foundation Board Member (2009 - )
- Central Florida Sports Commission Board Member (2010-12)
- President, Southern Sport Management Association (2012-14)
- Journal of Applied Sport Management, Editorial Board (2013-)
- Tampa Bay Sports Commission (2013-2015)
- Tampa Bay Museums Trustee (2018- )
- Vice President, Industry Relations, Alliance for Sport Business (2014-)

## **PUBLICATIONS**

### **REFEREED JOURNAL ARTICLES**

Troilo, M. Bouchet, A., Urban, T. & Sutton, W.A. (2016). Perception, reality and the adoption of business analytics: Evidence from North American professional sport organizations. *Omega: the International Journal of Management Science*, Volume 59, Part A, (March) pp.72-83

Snyder, K, McKelvey, S. and Sutton, W.A. (2016) All together now? Exploring Sales and Marketing Integration. *Sport, Business and Management: An International Journal*, 6(1), 2-18.

Hyatt, C., Foster, W., McConnell, D. and Sutton, W.A. (2013). Fan Involvement in a professional sport team's decision making. *Sport Business Management: An International Journal*. 3:(3), 189-204.

Sutton, W.A. (2011). Looking forward: A Vision for sport marketing inquiry and scholarship. *Sport Marketing Quarterly*, 20: (4), 242-248.

Irwin, R.L. and Sutton, W.A. (2011). Ticket Sales Coaching Innovation: A few pages from Paul Brown's Playbook. *Sport Marketing Quarterly*, 20 (2), 103-111.

Harrison, C.K., Lawrence, S.M., Sutton, W.A. & Bukstein, S. (2011). Marketing and branding the student-athlete: Perceptions of the African American football player through photo-elicitation. *International Sports Studies* 33(2), 25-42.

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Sutton, W.A. and Polite, F. (2004). A Model for establishing, activating and extending brand association for professional sport teams. *Investigacion y marketing*. (Spain) 83 June. pp-47-51.

Lachowetz, T., McDonald, M., Sutton, W.A., & Hedrick, D.G. (2003). Corporate Sales Activities and Retention of Sponsors in the National Basketball Association (NBA). *Sport Marketing Quarterly* 12:1 pp. 18-26.

Lachowetz, T., Sutton, W.A., McDonald, M., Warnick, R., & Clark, J. (2002). Corporate selling activities and the determinants of corporate partner retention in the National Basketball Association (NBA). *International Journal of Sports Marketing & Sponsorship* 3:4 (December/January), pp 403-427.

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Lachowetz, T., McDonald, M.A., Sutton, W.A., & Clark, J. (2001). "The National Basketball Association: Application of Consumer Lifetime Value." Sport Marketing Quarterly, 10 (3), 181-184.

Sutton, W.A., Lachowetz, A., & Clark, J.S.. (2000). "Eduselling: The role of customer education in selling to corporate clients in the sport industry." International Journal of Sports Marketing & Sponsorship 2:2 (June/July), 145-158.

Barr, C.A., McDonald, M.A. and Sutton, W.A. (2000). "Collegiate sport marketers: Job responsibilities and compensation structure". International Sports Journal (Summer, 2000), 64-77.

Hums, M.A. & Sutton, W.A. (1999) "Women working in the management of professional baseball: Getting to first base"? Journal of Career Development 26:2, pp.147-158.

Hardy, S. & Sutton, W.A. (1999). The SMQ and the sport marketplace. Where we've been and where we are going. Sport Marketing Quarterly 8:4, pp. 9-14.

Irwin, R.L., Zwick, D., & W.A. Sutton (1999). "Assessing Organizational Attributes Contributing to Marketing Excellence in American Professional Sport Franchises". Journal of Consumer Marketing 16: 6, pp. 603-615.

Barr, C.A., Sutton, W.A. & McDermott, E.M. (1999). "Marketing implications of Title IX to collegiate athletic departments". Sport Marketing Quarterly 8:3, pp. 9-20.

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McAuley, Alycen and Sutton, W.A. (1999). "In Search of a new defender: The Threat of ambush marketing in the global sport arena". International Journal of Sports Marketing and Sponsorship 1:1 pp.64-87.

Sutton, W.A., Irwin, R.L., & J.M. Gladden (1998). "Tools of the trade: Practical research methods for events, teams and venues". Sport Marketing Quarterly 7:2 pp 45-49.

Gladden, J.M., Milne, G.R. and W.A. Sutton (1998) "A Conceptual Framework for Assessing Brand Equity in College Athletics". Journal of Sport Management Vol. 12, No. 1, pp. 1-19.

- Sutton, W.A., McDonald, M.A., Milne, G.R., and Cimperman, J. (1997) "Creating and Fostering Fan Identification in Professional Sports". Sport Marketing Quarterly Vol.6 No.1 pp 15 - 22.
- Irwin, R.L., Wang, P. and W.A. Sutton (1997) "Comparative Analysis of Diaries and Projected Spending to Assess Patron Expenditure Behavior at Short-Term Sporting Events". International Journal of Festival Management & Event Tourism Vol.4 No.1/2 pp: 29-37
- Milne, G.R., Sutton, W.A., and McDonald, M. (1996) "Niche Analysis: A Strategic Measurement Tool for Sport Managers". Sport Marketing Quarterly Vol.5 No.3 pp:15-22
- Milne, G.R., McDonald, M.A., Sutton, W.A. & Kashyap, R. (1996). "A Niche- based Evaluation of Sport Participation Patterns". Journal of Sport Management 10: 417-434
- McDonald, M., Sutton, W.A. and Milne, G. (1995) "Team-Qual: - Measuring service quality in professional team sports". Sport Marketing Quarterly Vol. IV No.2 pp: 9 -15
- Irwin, R. and Sutton, W.A. (1994) "Corporate Sponsorship Objectives". European Journal of Sport Management Vol. 1 No. 2 pp 93-101.
- Sutton, W.A. and Watlington, R. (1994) "Communicating with women in the 1990's: The role of sport marketing." Sport Marketing Quarterly
- Irwin, R., Asimakopoulous, A, and Sutton, W.A. (1994) "A Model for screening sport sponsorship opportunities". Journal of Promotion Management 2:3 pp 53- 69
- Brown, S., Sutton, W.A. and Duff, G. (1993) "The Event Pyramid: An Effective Management Strategy". Sport Marketing Quarterly 2:4 pp:29-35
- Sutton, W.A. and Parratt, I. (1992) "Marketing the core product in professional sports: A historical perspective". Sport Marketing Quarterly 1:2
- Sutton, W.A. and Rudman, W.J. (1990) "Marketing Fitness: Strategies for attracting the corporate market segment". Leisure Information Quarterly 16:3
- Roenbeck, T., Sutton, W.A. and Forseth, E. (1989). "NCAA Bylaw 14-3: Awareness, satisfaction and implementation impact levels upon secondary school personnel. Journal of Applied Research in Coaching and Athletics. 4:4 pp 282-302
- Sutton, W.A. (1989). "The role of internships and field experiences in the sport management curricula: A model for development". Journal of Physical Education and Dance 60:7 pp.20-24

Sutton, W.A. and Migliore, R.H (1988). "Strategic long range planning for intercollegiate athletic programs". Journal of Applied Research in Coaching and Athletics 3:4 pp. 233-261

Ewert, A. and Sutton, W.A. (1988). "Leisure sports and the changing American lifestyle". Journal of Physical Education, Recreation and Dance. 59:4 pp. 44-46

Weese, J. and Sutton, W.A. (1987). "Developing a marketing plan for intramural-recreational sports programs". Journal of the National Intramural-Recreational Sports Association 12:1 pp. 13-16

Sutton, W.A. (1987). "Developing an initial marketing plan for intercollegiate athletic programs". Journal of Sport Management 1:2 pp 146-158

Sutton, W.A. (1984). "Family involvement in youth sports: An examination of the Y-winners philosophy". Journal of Physical Education, Recreation and Dance 55:8 pp.59-6

## **BOOKS**

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Mullin, B., Hardy, S. and W.A. Sutton. Sport Marketing. Human Kinetics, Champaign. IL (1993)

Mullin, B., Hardy, S. and W.A. Sutton. Sport Marketing (2<sup>nd</sup> Edition). Human Kinetics, Champaign. IL (2000)

Mullin, B., Hardy, S. and W.A. Sutton. Sport Marketing (3rd Edition). Human Kinetics, Champaign. IL (2007)

Mullin, B., Hardy, S. and W.A. Sutton. Sport Marketing (4th Edition). Human Kinetics, Champaign. IL (2014)

Irwin, R.L., Sutton, W.A. & McCarthy, L. Sport Promotion and Sales Management, Human Kinetics Publishers, Champaign, IL [2002]

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## **BOOK CHAPTERS AND CONTRIBUTIONS**

Harrison, C.K. & Sutton, W.A. (2013). "Cracking their world: Utilizing pop culture to impact academic success of today's student athlete" (pp.255-267). In D. Brooks and R. Althouse (eds.) Racism in college athletics (3rd edition).

Gladden, J.M., Irwin, R.L. & Sutton, W.A. (2013). "Managing North American major professional sports teams in the new millennium: A focus on building brand equity – with permission from the Journal of Sport Management –in Sport & Leisure Management edited by Mike Weed. Sage Publications in Press.

Harrison, C.K. and Sutton, W.A. *Cracking their world: Utilizing Pop Culture to Impact the success of Today's Student Athletes*, in Racism in College Athletics, D. Brooks and R. Althouse, Editors, (FIT Publishing, Morgantown) 2013

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Sutton, W.A. *What the future holds for sport marketing researchers and scholars - in Handbook of Sport Marketing Research*, FIT Publishing, N.L. Lough and W. A. Sutton, Editors, Morgantown, WV (2012)

*Effa Manley: A racial and gender pioneer*. In Lapchick, R.L. 100 Trailblazers: Great women who opened doors for future generations (2009). F.I.T. Publishers, Morgantown, WV.

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*The LPGA Fan Village* (w/C.Davis) in Cases in Sport Marketing (1999,). M.A. McDonald & G.R. Milne. Jones and Bartlett Publishers, Sudbury, MA. pp: 229-244.

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*Sport Marketing Agencies* w/ Jez Ratliff and K/T/ Leahey in Contemporary Sport Management.(1998, 2003, 2006, 2011) J.Parks, B.Zanger & J.Quarterman, Editors. Human Kinetics, Champaign, IL (in press 2014)

*Professional Sport* (w/ J. Gladden) in Contemporary Sport Management. (1998, 2003, 2006, 2011, 2014) J. Parks, B.Zanger & J. Quarterman, Editors. Human Kinetics, Champaign, IL. pp: 243-262. (in press 2014)

*Sport Marketing* in Perspectives in Sport Management. (1998) L.Masteralexis, M.Hums & C.Barr, Editors. Aspen Publishing, Gaithersburg, MD. pp: 39-61.

*Sport Marketing* in Perspectives in Sport Management. 2<sup>nd</sup> Edition (2005) L.Masteralexis, M.Hums & C.Barr, Editors. Aspen Publishing, Gaithersburg, MD. pp:

*Sport Marketing* in The Management of Sport: Its foundations and application. Bonnie L. Parkhouse, Ed. Mosby-Yearbook Inc. St. Louis, MO (1991) pp. 149-175

*Biographical Dictionary of American Sports: Basketball and other indoor sports* (Ed. David L. Porter) Greenwood Press, Westport CT. (1989) This volume contains biographical essays of: DeBusschere, D., Erving, J., Jordan, M., Meyer, R., Sampson, R., Saperstein, A., Tatum, R., Unseld, W. and Fischer, R.

*Biographical Dictionary of American Sports: Football*. (Ed. David L. Porter) Greenwood Press, Westport CT. (1988) Biographical essays of: Allen, M., Hart, J., Muncie, C., Noll, C. and Pruitt, G.

*Biographical Dictionary of American Sports: Baseball*. (Ed. David L. Porter) Greenwood Press, Westport CT. (1987) Biographical essays of: Crutchfield, J., Waner, L. and Waner, P.

## BOOK REVIEWS

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Sutton, W.A. (1996). Sports marketing: Competitive Business Strategies for Sports by Christine Brooks. *Journal of the Academy of Marketing Science*. Vol.24 No. 2

Sutton, W.A. (1995). The Sport Atlas by John F. Rooney and Richard Pilsbury *Sport Marketing Quarterly*. 4:1 pp 22-23

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Sutton, W.A. (1987) On the Mark by Richard Lapchick in *Baseball History*, 2:2 pp. 71 -7

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## **NON-REFEREED AND PROFESSIONAL JOURNAL ARTICLES**

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Sutton, W.A. (2020). Sutton Impact: Job seeking and ladder climbing: Myth vs. reality. *Street & Smith's Sports Business Journal*, 22:48 (March 23-29) 23.

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Sutton, W.A. (2020). Sutton Impact: The sales hug is crucial to lifting team, customers. *Street & Smith's Sports Business Journal*, 22:40 (January 27- February 2) 48.

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Sutton, W.A. (2019). Sutton Impact: Maslow's hierarchy updated for sports workforce in 2019. *Street & Smith's Sports Business Journal*, 22:28 (October 21-27) 43.

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Sutton, W.A. (2019). Sutton Impact: These delicacies rise to the top in stadium food. *Street & Smith's Sports Business Journal*, 22:4 (April 29- May 5) 26.

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Sutton, W.A. (2018). Sutton Impact: Plenty of room for baseball to grow – with calculated risks. *Street & Smith's Sports Business Journal*, 21:32 (November 26 – December 2) 32.

Sutton, W.A. (2018). Sutton Impact: Top questions from students pursuing sports. *Street & Smith's Sports Business Journal*, 21:26 (October 22-28) 32.

Sutton, W.A. (2018). Sutton Impact: MiLB showing the way in courting Latino market. *Street & Smith's Sports Business Journal*, 21:22 (September 17-23) 38.

Sutton, W.A. (2018). Sutton Impact: The power of sport is on display in Columbus. *Street & Smith's Sports Business Journal*, 21:18 (August 20-26) 38.

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Sutton, W.A. (2001). Il sondaggio marketing. Gigant del Basket 3 (March), 66-67.

Sutton, W.A. (2001). Creare un sondaggio per informazioni di marketing. Gigant del Basket 2 (February), 66-67.

Sutton, W.A. (2001). Guest Editorial: How I spent my sabbatical: My year on the NBA roster. International Journal of Sport Management 2:1 pp 1-5.

Sutton, W.A. (2001). Soddisfare I vostri cliente: I'importanza delle ricerche nel marketing sportivo. Gigant del Basket 1 (January), 56-57.

Sutton, W.A. (2000). Come creare una fote base di spettatori. Gigant del Basket 12 (December), 68-69.

Sutton, W.A. (2000). Educare il cliente alla vendita. Gigant del Basket 11 (November), 54-55.

Lachowetz, A., Sutton, W.A. & McDonald, M.A. (2000). Selling the big picture. Athletic Management Vol. XII No. 6, pp. 22-25.

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Sutton, W.A. (2000). An Interview with Adam Silver, President and Chief Operating Officer, NBA Entertainment. International Journal of Sports Marketing & Sponsorship 2:2 (June/July), 101-109.

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Sutton, W.A. (1999). *Everyday is Mardi Gras, every fan is king*. Street & Smith's SportsBusinessJournal 1:51, p.4.

McAuley, A.C. & Sutton, W.A. (1999). *Making all the difference: Community-educational partnership works in University of Massachusetts program*. Marketing Educator. 18:1, p.4.

McDonald, M.A. & Sutton, W.A. (1999). *Soliciting Sponsors*. Athletic Management Vol. XI. No.1 pp 26-29.

Sutton, W.A. & McAuley, A.C. (1998). *Melding of fact with fun - techtainment - key to better marketing*. Street & Smith's SportsBusiness Journal 1:33, p.26

Sutton, W.A. & McDonald, M.A. (1998). In our opinion, the 1998 NACMA membership survey results. NACMA Ideas, 5:3, pp. 2 & 5.

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Sutton, W.A., McDonald, M.A. & Milne, G.R.(1997). *Escalating your fan base.* Athletic Management. Vol.IX No.2 pp.4-6.

Sutton, W.A. (1996) SMQ Profile/Interview John Bevilaqua, Bevilaqua International. Sport Marketing Quarterly. Vol. V. No.2, pp. 5-6.

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Sutton, W.A., McDonald, Mark A. and Covell, D. (1995) *Who are we and where are we going? A study of Collegiate Marketing Directors.* Athletic Administration Vol. 30 No.5 pp. 38-42.

Sutton, W.A. and Irwin, Richard L. (1995) *Keeping the Customer Satisfied.* Athletic Management Vol. 7 No.3 pp 18-24.

Sutton, W.A. (1994) *Bucs' research nixes buck night promotion.* Team Marketing Report. Vol.6 #4 January p.6.

Sutton, W.A. (1990) *Survey research: Immediate intervention strategies.* Team Marketing Report. (June)

Sutton, W.A. and Migliore, R.H. (1989) *Strategic planning sets goals and strategies for running smoothly.* Perspective 15:1 pp.19-24

Sutton, W.A. and Migliore, R.H. (1988) *Strategic planning: Define mission, objectives - get long term results.* Perspective 14:11 pp. 23-27

Sutton, W.A. and Duff, G. (1987) *Creating themes to market your athletic programs.* Athletic Administration (November) pp. 17-18.

## **REFEREED CONFERENCE PROCEEDINGS**

Irwin, R.L. and Sutton, W.A. (1995) *Creating the ideal sport sponsorship arrangement: An exploratory analysis of relationships existing between sport sponsorship inventory criteria and sponsorship objectives.* Proceedings of the World Marketing Congress (Ed. Grant, K and Walker, I.) , Academy of Marketing Sciences Vol.VII-III, pp.15-113-127. Melbourne, Australia

Sutton, W.A. and Irwin, R.L. (1994) *An Analysis of American Corporate Sport Sponsorship Objectives.* European Association for Sport Management Conference proceedings (Ed. M. Marchioni) Vol.I, pp 365-378. Florence, Italy.

Sutton, W.A. (1987) *Sport management in the 1990's: Coursework and preparation for the internship experience*. North American Society for Sport Management Conference Proceedings (Ed. R. Boucher) Windsor, Ontario, Canada 2:34

### **PUBLISHED ABSTRACTS**

Hums, M.A. and Sutton, W.A. (1998) *Career perspectives of women working in the management of professional baseball*. Proceedings of the North American Society for Sport Management, 13th Annual Conference, Buffalo, NY, May 28-31.

McDonald, M.A., Sutton, W.A. & Milne, G.R. (1995) *Measuring Service Quality in Professional Sport*, Proceedings of the Seventh Bi-Annual World Marketing Conference, Vol. VII-I, K. Grant and I. Walker., 99.

McDonald, M.A., Milne, G.R. & Sutton, W.A. (1995) *The Development of Constructs in Measuring Motivations*, Proceedings of the Seventh Bi-Annual World Marketing Conference, Vol. VII-I, K. Grant and I. Walker, 58.

Irwin, R.L, Asimakopoulos, M.K. & Sutton, W.A.(1994) *Sport Sponsorship Proposal Evaluation Model*. North American Society for Sport Management Conference Vol.1 pp.21-22. Pittsburgh, PA.

Short, G, & Sutton, W.A. (1994) *The Evolution of sport sponsorship in North America*. North American Society for Sport Management Conference Vol.1 p-45. Pittsburgh, PA.

## **INVITED PRESENTATIONS**

If I were you..... Closing Keynote: NAATSO, Dallas, Texas, June 17, 2006

Invited Opening Keynote: The American Sport Industry Present and Future. SEVT 2012, University of South Carolina, Columbia, SC. November 15, 2012

The Future of Premium Seating. NFL Marketing Meetings, Chicago, IL November 14, 2012

Visiting Scholar Lecture Series: Brescia and Bari, Italy. Marketing and Sales in a Difficult Economy. November, 2012

Hyatt, C.G., Sutton, W.A., Foster, W.M., & McConnell, D. "Making Fantasy a Reality: Fan Involvement in a Professional Sport Team's Decision Making." North American Society for Sport Management annual conference, London, ON, June 2011.

Star Date 2020: A glimpse into the Future of sport marketing. University of Florida, Distinguished Scholar program, Gainesville, Florida. April 14, 2010

Jackie Robinson: Intended and unintended consequences of breaking the color barrier and the impact upon black enterprise in the US. Pride & Passion: The African-American baseball Experience, UCF, Orlando, FL – April 5, 2010

The Key to team sales performance enhancement: effective coaching tactics, Sport Marketing Association, SMA VII, Cleveland, Ohio, October 26-29, 2009

What in the world is going on with ticket sales? A global examination. Sport Marketing Association, SMA VII, Cleveland, Ohio, October 26-29, 2009

Global and Local Challenges for Sport Marketers. Universiti Di Pesaro ae Urbino, Urbino, Italy, April 3, 2009

The 6 Obsessions of great sport marketers (Keynote address). Sports Marketing 09 Conferencia Internazionale de marketing para desporto, Porto, Portugal, March 25, 2009.

Global and local challenges for sport marketers. Sports Marketing 09 Conferencia Internazionale de marketing para desporto, Porto, Portugal, March 25, 2009.

Why is sport marketing unique? Coni Servizi Scuola dello Sport. Luiss Business School. Rome, Italy May 12, 2008

Marketing Sport Globally: The Variations between marketing sport in the United States and Europe. Coni Servizi Scuola dello Sport. Luiss Business School. Rome, Italy May 12, 2008

Thinking like a marketing agency: a holistic organizational approach to selling sport business solutions. Coni Servizi Scuola dello Sport. Luiss Business School. Rome, Italy May 12, 2008

Coach John Wooden's Pyramid for Success – Getting prepared for life after college. 16th Annual Georgia Southern University Sport Management Conference, February 22, 2008, Savannah, GA.

Out of the Box or Out of my mind: Identifying and improving revenue streams. University of Massachusetts-Amherst Sport Management Alumni Symposium. Amherst, MA October 9, 2007.

Sponsorship: Creating Meaningful Business Solutions. Expziona/Lietuvos Rytas Marketing Seminar (Key Note). Vilnius, Lithuania June 27, 2007

If Marketers had super powers. Keynote Address, National Association of Collegiate Marketers of Athletics (NACMA) Annual Meetings. Orlando, Florida, June 7, 2007.

Getting into the game. Speers School of Business Sport Management Conference, Oklahoma State University, Stillwater, Oklahoma April 24, 2007.

The Role of Pracademics as a bridge between academia and the sport industry. Keynote Address - 7<sup>th</sup> Annual Brock University Sport Management Student Research Colloquium, Ontario, Canada, March 30, 2007.

Crashing the Job Market. Keynote Address 15<sup>th</sup> Annual Georgia Southern Sport Marketing Conference, Savannah, Georgia, February 23, 2007.

The NBA Ticket Selling Model: Finding the right mix for your market. International Keynote Presentation, Rugby is Fantastic Conference, Auckland, New Zealand December 13, 2006

Creating an effective sponsorship platform: The Importance of Activation and Storytelling. International Keynote Presentation, Rugby is Fantastic Conference, Auckland, New Zealand December 12, 2006

What is our business and how does it work? Keynote address United Soccer League Annual Meetings, Tampa Florida November 17, 2006

Developing Marketing Partnerships. Sport Marketing Association Annual Conference, Denver Colorado, November 3, 2006

Developing Career Paths. Sport Marketing Association Annual Conference, Denver Colorado, November 4, 2006

The Five R's: Keys to success for customer retention and revenue growth. Keynote Address - ECHL Owners Meetings, Las Vegas, Nevada June 15, 2006

The Competitive Edge: John Wooden's Pyramid of Success. Keynote address – International Business Conference: Society for the Advancement of Management . Orlando, FL April 8, 2006

Learning to Fly: An Aviator's Guide for your Career Journey. Keynote address – Georgia Southern Sport Marketing Conference, Savannah, Georgia February 17, 2006

What is the story about sponsorship activation? NHRA Marketing Meetings, Orlando, Florida. November 29, 2005.

Positioning the National Basketball Association as a Global Brand: A SWOT Analysis. AGB National Conference, Miami, Florida. November 18-20, 2005 (Winner of outstanding paper award)

Retention strategies that maximize selling efforts. ECHL Marketing Meetings, Las Vegas, Nevada, June 8, 2005

Strategies for Franchise Enhancement. New Zealand Sport Business Summit, Wellington, New Zealand, October 3, 2004

Developing a commercially successful sports brand. (International Keynote Address). New Zealand Sport Business Summit, Wellington, New Zealand, October 4, 2004

The Phone Rings Out. National Association of Collegiate Marketing Administrators. Dallas, TX, June 13, 2004.

Full-menu Selling. East Coast Hockey League Annual Marketing Meetings. Atlanta, GA, June 8, 2004

Why sponsorship works in sport. Gigant BTM Sport Marketing Seminar, Forli, Italy. February 28, 2004

Building an Alliance: A Practical Approach for Academics and Public Intellectuals. Key Note Address, Sport Marketing Association Inaugural Conference, Gainesville, Florida. November 13, 2003

Emotional Branding: Marketing implications for professional sport practitioners. Stevens' Visiting Scholar lecture, College of Health and Performance, University of Florida . April 15, 2002.

Emotional Branding: A Case Study of the National Basketball Association Communication Practices. 14<sup>th</sup> Annual Doris Drees Distinguished Speaker Series, University of Dayton, Dayton, Ohio October 25, 2001.

The B.L.I.T.S. Scale: A Conceptual Model for Assessing Behavioral Loyalty in Ticket Package Holders (With J.S. Clark & J.M. Gladden). International Conference on Sport & Entertainment Business, Columbia, S.C. October 3-7, 2001.

Corporate Selling Activities and Corporate Partner Retention in the National Basketball Association (w/ A. Lachowetz,, M. McDonald, R. Warnick, and J.S. Clark). International Conference on Sport & Entertainment Business, Columbia, S.C. October 3-7, 2001.

Pursuing the Ultimate Free Agents in the New Millennium: FANS. Academy of Marketing Sciences, San Diego, CA, June 1-2, 2001.

Emotional Branding: Connecting the NBA to its fans and sponsors. Markedstinget/NLD 2001, Bergen, Norway, April 25-26, 2001

Marketing to Women: Reaching the WNBA target market. WNBA University, Rye Brook, NY, December 9, 2000.

The Importance of Sport Marketing and How to use it: Educating sport organizations and the business community. Keynote address: Brainstorming Argentina Sport Marketing Conference, Buenos Aires, Argentina, November 28-29, 2000.

The Academic value of making Bill Veeck part of your sports marketing curriculum. Bill Veeck Promotional Seminar, Orlando, FL November 9 – 11, 2000.

Show me the Money: Corporate Sponsorship for non-profits. National Association of Governors' Councils on Physical Fitness Annual Meeting, Boston, MA March 3, 2000

The NBA: Hi-Tech and High-Touch in the new millennium. 8<sup>th</sup> Annual Georgia Southern University Sport Management Conference, Savannah, GA, February 15, 2000

Global sports: Emerging business opportunities. (W/ J. Gladden, M. McDonald, & T. Mihara). The Sport Summit 2000, New York, January 19, 2000.

Distinctive issues in sport marketing. Visiting Distinguished Scholar Lecture Sports Business Program, Arizona State University College of Business. Tempe, AZ, November 17, 1999.

Making sport marketing part of your corporate strategy. Cleveland Cavs Sport Marketing Seminar, Cleveland, OH, April 19, 1999.

Shakespeare on Sport Marketing: The Bard's advice on effectively marketing and

managing sport in the new millennium. Visiting Distinguished Researcher Lecture, University of Memphis, Memphis, TN, April 15, 1999.

Marketing Professional Sport Enterprises in the New Millennium. 7<sup>th</sup> Annual Georgia Southern University Sport Management Conference, Statesboro, GA, February 27, 1999

Interviewing and Job Search Strategies for Sport Management Graduates. 7<sup>th</sup> Annual Georgia Southern University Sport Management Conference, Statesboro, GA, February 27, 1999

Market research: Actionable Research - Find out what you want to know and use it to improve services. Massachusetts Recreation and Park Association, 14<sup>th</sup> Annual State Conference, Sturbridge, MA, December 10, 1998.

Practices and trends in sport marketing (Keynote). XXII International Marketing Symposium, Monterrey, Mexico, October 22, 1998.

Sport marketing: Innovative practices in the United States and implications for the future. ISL Worldwide Sales and Marketing Seminar. Grindelwald, Switzerland, October 14, 1998.

Career perspectives of women working in the management of professional baseball (w/ M. Hums). North American Society for Sport Management, 13<sup>th</sup> Annual Conference, Buffalo, NY, May 28-31, 1998.

Positioning Community Recreational Program: Massachusetts Recreation and Parks Association 13<sup>th</sup> Annual State Conference. Sturbridge, MA. December 11, 1997.

Team building: Integrating Marketing, licensing and promotional teams. NCAA MLP Retreat, Kansas City, MO. September 17-18, 1997.

How market research can increase attendance and assist in planning effective promotions and sponsorships. Marketing and Sport Conference held in conjunction with the Nike Summer League Meetings, Treviso, Italy. May 28 - June 3, 1997.

Predictors of marketing excellence in American professional sports franchises. (W/R. Irwin & D. Zwick) North American Society for Sport Management Conference. San Antonio, Texas, May 29, 1997

Roles, Responsibilities and Effectiveness of Urban Community Relations Programs within Professional Sports Franchises (w/. R. Irwin) Sport in the City: An International Symposium on Cultural, Economic and Political Considerations. Memphis, TN. November 10, 1996

Marketing Implications of Title IX for Collegiate Athletic Departments, 1996 North

American Society for Sport Management Conference (w/ C. Barr & M. McDonald) Fredrickton, New Brunswick, Canada. May 30 - June 2, 1996

Understanding the Sport Consumer: The Development of Constructs for Measuring Motivation, 1996 North American Society for Sport Management Conference (w/ M. McDonald & G. Milne) Fredrickton, New Brunswick, Canada. May 30 - June 2, 1996.

Measuring Service Quality in Professional Sport. 1996 North American Society for Sport Management Conference (w/ M. McDonald & G. Milne) Fredrickton, New Brunswick, Canada. May 30 - June 2, 1996.

Effectively designing and utilizing market research to increase profitability, awareness and affiliation. AIC: Increasing Profitability and Visibility Through marketing with Sports Entities, Atlanta, GA. February 26-27, 1996.

Evaluating Competition in the Sport and Fitness Participation Market: A Niche Analysis. 1996 AMA Marketing Educators Conference, Hilton Head, S.C. February 1996.

Vision 2000 - Creating a vision for women's golf (w/ M. Hums). Women's Golf Summit - 1995. Pinehurst, North Carolina. November 13 - 16, 1995

Sports and special event marketing. American Marketing Association 1995 Summer Marketing Educators Conference. Washington, D.C. August 12-15, 1995

Creating the Ideal Sponsorship Proposal: An empirical match of sport sponsorship inventory criteria with desired corporate sponsorship objectives (w/R. Irwin). Academy of Marketing Science, Seventh Bi-Annual World Marketing Congress, Melbourne, Australia July 6-10, 1995

Measuring Service Quality in Professional Sport Organizations (w/ M. McDonald and G. Milne). Academy of Marketing Science, Seventh Bi-Annual World Marketing Congress, Melbourne, Australia July 6-10, 1995

Development of Constructs for measuring the motivations of sport participants and spectators (w/ G. Milne and M. McDonald). Academy of Marketing Science, Seventh Bi-Annual World Marketing Congress, Melbourne, Australia July 6-10, 1995

Data based Management of Sport Programs. Academy of Marketing Science, Seventh Bi-Annual World Marketing Congress, Melbourne, Australia July 6-10, 1995

The Collegiate marketing profession: An internal examination. The National Association of Collegiate Marketing Administrators, Las Vegas, NV. June 17-18, 1995

The Use of Eminent Domain law to protect local governments from professional sport franchise relocation (w/ Lisa Pike Masteralexis) 10th Annual Conference of the North American Society for Sport Management, Athens, GA May 31 - June 3, 1995

Monitoring the sport marketing environment (Keynote) Georgia Southern University Sport Management Conference, Statesboro, GA, February 24-25, 1995

Building a fan base for tomorrow using market research. National Association of Collegiate Marketing Administrators, Marco Island, FL June 4-5, 1994

Sport Sponsorship Proposal Evaluation Model (w/ R. Irwin). North American Society for Sport Management, Pittsburgh, PA, June 3, 1994

Designing and implementing market research programs at the team level. National Association of Professional Baseball Clubs Annual Meeting, Atlanta, GA (December, 11, 1993)

Attendance at selected 1993 LPGA Tour events: The impact of women as spectators, participants and consumers. Women in Golf - Summit '93. Pebble Beach, CA (November 15-17, 1993)

Computerized data collection at sporting and entertainment venues. National Hockey League Marketing Meetings, Quebec City, Canada (June 23, 1993)

Designing effective marketing research instruments. NCAA Professional Development Seminar, Chicago IL (June 10-12, 1993)

Sport Marketing: Historical Perspectives (Keynote Address) and Conducting a Marketing Self-Audit. Georgia Southern University, Sport Management Conference, Statesboro, GA (January 28-30, 1993)

Utilizing market research to increase attendance and revenue streams. NCAA Professional Development Seminar, Atlanta, GA (June 9-11, 1992)

Sport marketing research: An interactive computer model. Athletic Business, Nashville, TN (September 18, 1991)

Sport Marketing: Who are the players? American Marketing Association Sport Marketing Conference, Chicago, IL (June 10-12, 1991)

Organizing special events at sporting events. NCAA Professional Development Seminar, Omaha, NE (June 2-4, 1991)

The future of sport administration programs. International Conference on Sports Business, Columbia, S.C. (March 1, 1991)

Effective marketing research design: Application and interpretation for professional baseball. Professional Baseball Seminar, El Paso, TX (September 27-29, 1990)

Strategic long range planning and its role in facility management. International Facility Managers Association, Dayton, OH (May 23, 1990)

Consumer perceptions and factors influencing subsequent attendance in professional sport. International Conference on Sports Business, Columbia, S.C. (November 5-8, 1989)

Selling professional basketball. Continental Basketball Association, Marketing and Public Relations Meetings, Chicago, IL (October 13-15, 1989)

Fan perceptions and related strategies to target fan markets and increase attendance. National Basketball Association Annual Meetings, Palm Springs, CA (September 14-17, 1989)

Bill Veeck and the rise of sport marketing 1940-1972. University of South Carolina, Sport Administration Lecture Series, Columbia, S.C. (September 22, 1989)

The Role and impact of promotional activities upon attendance in the National Basketball Association. North American Society for Sport Management, Calgary, Canada (June 1-4, 1989)

Strategic long range planning: Variables affecting implementation and usage, and implications for success in intercollegiate athletic programs. North American Society for Sport Management, Calgary, Canada (June 1-4, 1989)

Proposition 42 and Bylaw 5-1J: Comprehension and application by counselors and student athletes. Rocky Mountain Association of College Admissions Counselors, Phoenix, AZ (May 4-6, 1989)

Physical Education in the year 2000 and beyond: Administrative issues and concerns. Ohio Alliance for Health, Physical Education, Recreation and Dance, Columbus, OH (March 28, 1988)

Non-traditional sales approaches in professional sport. National Basketball Association Annual Meetings, Los Angeles, CA (September 15, 1987)

Internships and their role in athletic administration. National Association of Collegiate Directors of Athletics (NACDA) Annual Conference, Marco Island, FL (June 10, 1986)

MONEYS: Methods and opportunities in new and existing youth sports programs. Booster Clubs of America / National High School Coaches Association Annual Conference, Albuquerque, N.M. (June 17, 1983)

## **GRANTS AND CONTRACTS**

### **External Funding**

Program Support – University of South Florida Sport & Entertainment MBA Program

JP Morgan Chase - \$200,000 (payable at \$50,000 annually thru 2015)

JP Morgan Chase - \$150,000 (payable at \$50,000 annually thru 2017)

National Basketball Association - \$15,000 – 2012, 2013, 2014

Ticketmaster -\$50,000 – 2013, 2014, 2015

New York Mets - \$15,000 – 2013, 2014

Fox Sports Florida - \$40,000 (cash and in-kind) 2013, 2014

Phoenix Suns - \$10,000 - 2014

Client Based Consulting Grants – Sport Marketing Class University of South Florida

2012

Memphis Grizzlies - \$7,000

2013

Golden State Warriors - \$6,000

2014

Pittsburgh Pirates - \$7,500

Client Based Consulting Grants – Sport Marketing Class DeVos Sport Business Program  
University of Central Florida

2011

Florida Legends – retired NBA Players - \$6,000  
GelZeez - \$6,000  
VF Licensed Apparel - \$6,000  
Louisville Slugger – Bionic Glove Division - \$12,000  
The Kimball Co. - \$6,000  
Madison Square Garden Sports - \$6,000

2010

Arnold Palmer Bay Hill Classic - \$6,000  
Chicago White Sox - \$6,000  
Chicago Fire - \$6,000  
Rockland Baseball Inc. - \$6,000  
University of Central Florida – Football - \$6,000

2009

Wasserman Media Group/Folds of Honor Foundation – \$6,000  
Texas Christian University - \$6,000  
Tampa Bay Rays - \$6,000  
Mission Inn - \$6,000  
Minnesota Vikings - \$6,000  
Atlanta Hawks & Thrashers \$6,000  
Turnkey Sports \$5,000

2008

Wasserman Media Group - \$5,000  
Cleveland Indians - \$6,000  
Tampa Bay Rays - \$6,000  
Tavistock Group - \$2,500  
NBA Development League - \$5,000  
Turnkey Sports - \$5,000  
Pittsburgh Pirates - \$6,000

2007

GMR Sport Marketing - \$5,000  
Coca-Cola - \$5,000

The Ginn Company - \$5,000  
 Florida Panthers - \$5,000  
 Phoenix Suns - \$5,000  
 Turnkey Sports - \$5,000

2006

LPGA TOA - \$3,000  
 WNBA - \$4,000  
 Miami Dolphins - \$5,000  
 Checker's/Rally's Restaurants - \$5,000  
 Cleveland Indians - \$5,000

National Basketball Association – Graduate assistantship DeVos Sport Business program  
 UCF

Funding Record

2004-05 - \$25,000  
 2005-06 - \$25,000  
 2006-07 - \$25,000  
 2007-08 - \$20,000  
 2008-09 - \$15,000  
 2009-10 - \$15,000  
 2010-11 - \$15,000

COMPAQ, Inc.: Sponsorship involvement at selected NCAA sporting events (W/ J. Gladden, P.I.)

Funding Record

1998-99: \$60,000 (cash and product)

The Ladies Professional Golf Association (LPGA): Satisfaction of Corporate Partners and Licensees

Funding Record

1995: \$11,750

The National Basketball Association: Audience and event analysis of the 1994 NBA Draft, Indianapolis, IN.

Funding Record

1994: \$8,000

The National Collegiate Athletic Association: Host Site Championship Evaluation Study

Funding Record:

1993-94: \$10,500  
 1994-95: \$20,000  
 1995-96: \$11,750  
 1996-97: \$20,000  
 1997-98: \$20,000

The National Collegiate Athletic Association: Consumer Perceptions of Championship Events (w/ R.L. Irwin and the University of Memphis, 1999-00 also w/ J. Gladden, 2000-01 w/ Gladden & T. Deschraver)

Funding Record

1995-96: \$80,000  
 1996-97: \$85,000  
 1999-00: \$25,000  
 2000-01: \$60,000

The National Collegiate Athletic Association: Consumer Perceptions of Championship Events (W.A. Sutton, Principal Investigator, assisted by: J. Gladden and D. Covell)

Funding Record

1997-98: \$36,000

National Football League Properties, Inc.: Attendance analysis and sponsorship utilization study for the 1995 NFL Experience, January 25-29, 1995, Miami, Florida

Funding Record

1995: \$8,000.

The National Basketball Association: Attendance analysis and sponsorship utilization study for the 1994, 1995, 1996, & 1997 NBA Jam Sessions

Funding Record:

1994: \$8,000  
 1995: \$12,000  
 1996: \$6,500  
 1997: \$8,000

National Hockey League Properties, Inc.: Attendance analysis and sponsorship utilization study for the 1996 and 1997 NHL FANtasy

Funding Record

1996: \$8,000.

1997: \$8,500

Major League Baseball Properties, Inc. Attendance analysis and sponsorship utilization study for the 1996 FanFest, July 9-11, 1996, Philadelphia, PA

Funding Record

1996: \$5,800.

1997: \$15,000

**INTERNATIONAL PROGRAM DEVELOPMENT**

Initiated and directed a student/faculty exchange program with the Universite` Paris-Dauphine, (November, 1988 and March 1989)

Lecturer - Universite` Paris-Dauphine, December, 1989

Advisor/observer -- European Degree Program, European Sport management Summit, Paris, France (December, 1989)

Presenter/Participant -- Second European Congress on Sport Management, Florence, Italy September 29 - October 1, 1994

Presenter/Participant -- Seventh Biennial World Marketing Congress. Academy of Marketing Sciences, Melbourne, Australia. July 6 - 11, 1995

Presenter/Participant --- Marketing and Sport Conference sponsored by Nike and the Italian Basketball League, Treviso, Italy, May 28 - June 3, 1997

Featured Presenter, ISL Sales and Marketing Seminar, October 13-14, 1998 Grindelwald, Switzerland

Key Note Speaker, XXII International Marketing Symposium, October 21-24, 1998, Monterey, Mexico

Key Note Speaker, Brainstorming Argentina Sport Marketing Conference, November 28-29, 2000

Featured Presenter, Markedstinget/NLD 2001, Bergen, Norway, April 25-26, 2001

Featured Presenter. Gigant del Basketball Seminar, Forli, Italy April 27, 2001

Marketing Column Feature Author, Gigant del Basketball (Italy) (2000 -)

Marketing Column Feature Author, Fiba Assist Magazine (Italy) (2003 -)

Featured presenter Seminario di Marketing e Management Sportivo, Forli Italy (February 28, 2004)

International Key Note Speaker – New Zealand Sport Business Summit, Wellington, New Zealand (October 3-4, 2004).

International Key Note Speaker – Rugby is FANTastic Conference, Auckland, NZ December 12-13, 2006.

The Role of Pracademics as a bridge between academia and the sport industry. Keynote Address - 7<sup>th</sup> Annual Brock University Sport Management Student Research Colloquium, Ontario, Canada, March 30, 2007.

Sponsorship: Creating Meaningful Business Solutions. Expzona/Lietuvos Rytas Marketing Seminar (Key Note). Vilnius, Lithuania June 27, 2007

Why is sport marketing unique? Coni Servizi Scuola dello Sport. Luiss Business School. Rome, Italy May 12, 2008

Marketing Sport Globally: The Variations between marketing sport in the United States and Europe. Coni Servizi Scuola dello Sport. Luiss Business School. Rome, Italy May 12, 2008

Thinking like a marketing agency: a holistic organizational approach to selling sport business solutions. Coni Servizi Scuola dello Sport. Luiss Business School. Rome, Italy May 12, 2008

The 6 Obsessions of great sport marketers (Keynote address). Sports Marketing 09 Conferencia Internazionale de marketing para desporto, Porto, Portugal, March 25, 2009.

Global and local challenges for sport marketers. Sports Marketing 09 Conferencia Internazionale de marketing para desporto, Porto, Portugal, March 25, 2009.

Global and Local Challenges for Sport Marketers. Universiti Di Pesaro ae Urbino, Urbino, Italy, April 3, 2009

Italian Lecture Tour – Rimini, Cremona, Brescia and Bari – Sales and Marketing Challenges in a challenging economy and Emotional Branding. November 1-5, 2012  
Italy

The Future of Sport Business – University of Northampton Business School, Northampton, England. September 2013

Developing a sport business graduate curriculum and establishing industry partnerships, Bologna Business School, University of Bologna, Italy March 7, 2015

## **MISCELLANEOUS HONORS AND AWARDS**

Academic Achievement in Sport and Entertainment Award – SEVT Conference, University of South Carolina, Columbia, SC November 15, 2012

Inaugural Sutton Award - recognizing contributions by an academic to link theory and practice and industry and academia. Awarded by the Sport Marketing Association 2012 Annual Conference, Orlando, FL October, 2012

Sport Management Scholar Lifetime Achievement Award – Southern Sport Management Association. Troy University, Troy Alabama – April, 2012

Texas A&M University – Visiting Scholar Lecture – 2009

Robert Morris University – Sport Management Hall of Fame Inaugural Class – 2006

Carey School of Business – Arizona State University - 2006

Oklahoma State University - College of Education Hall of Fame Inductee - 2003

Stevens' Visiting Distinguished Scholar, College of Health and Human Performance, University of Florida, April, 2002

Keynote Address and Lecturer: 14<sup>th</sup> Annual Doris Drees Distinguished Speaker Series, Department of Health and Sport Science, University of Dayton, October 25, 2001

Visiting Distinguished Scholar Sports Business Program, Arizona State University, College of Business, November, 1999

Recipient of Visiting Distinguished Researcher Award for the University of Memphis Bureau of Sport and Leisure Commerce, April, 1999

Named Sport Marketer of the Year (1998) by the Cyber Journal of Sport Marketing

Nominated for Distinguished Teaching Award, University of Massachusetts 1993-94, 1995-96, 1996-97

Nominated for Lilly Teaching Fellowship, University of Massachusetts 1994-95

Nominated for Outstanding Individual Achievement Award -- National Association of Collegiate Marketing Administrators, 1997

Williamsburg Development Institute – Kerr Foundation Fellow - 1980