

ANNE DIETRICH

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EDUCATION

**Ph.D. in Kinesiology
and Sport Management**

Texas A&M University

2021 - 2024

Advisor: Dr. Brian McCullough

Dissertation: Institutional Logics and Environmental Sustainability:
Examining Practices in an International Professional Sport
Organization

**M.S. in Sustainable
Development**

University Leipzig

2018 - 2020

Specialization: Energy and Materials

Thesis: Factors influencing Residential Solar PV Adoption in the
United States - A State-level Analysis

**B.S. in Environment
and Natural Resources**

The Ohio State University

2013 - 2017

Environment and Natural Resources

Specialization: Business and Sustainability

ACADEMIC APPOINTMENTS

Lecturer

Fall 2024 - Present

University of Massachusetts - Amherst

Graduate Teaching Assistant

Summer 2023 - Present

Texas A&M University

Graduate Research Assistant

Fall 2021 - Spring 2023

Texas A&M University

RESEARCH INTEREST

- Environmental sustainability in sport
- Sport organizations' capabilities and needs regarding climate change
- Strategic planning and implementation of environmental projects
- Rise of EcoAthletes and athletes' perception of climate change

TEACHING EXPERIENCE

University of Massachusetts-Amherst, *Isenberg School of Business*

SPORTMGT 494PI - Sport Policy - 2 sections

Fall 2025

Instructor of Record

This capstone course integrated students' sport management knowledge by assessing all aspects of sport business strategy. Through lectures, workshops, simulations, and qualitative interviews, students applied their cumulative skills and experiences to real-world strategic challenges.

SPORTMGT 424 - Principles of Sport Finance and Business

Fall 2025

Instructor of Record

This course introduced students to financial management in the sport industry. Students explored core financial theory, sport business models, and analytical tools for decision-making. Topics included stadium development, economic impact, and financial issues in professional and collegiate sports.

SPORTMGT 494PI - Sport Policy - 3 sections

Spring 2025

Instructor of Record

This project-based course integrated students' sport management skills through consulting projects with local sport organizations (e.g., Amherst Youth Soccer Association, Firecracker Sports). Student groups conducted strategic analyses, stakeholder surveys, and delivered tailored recommendations. The course emphasized client engagement, design thinking, and applied qualitative research to address real-world sport business challenges.

SPORTMGT 494PI - Sport Policy - 2 sections

Fall 2024

Instructor of Record

This course integrates students' acquired skills and experiences in sport management by planning and evaluating all facets of a sport-related business plan. The primary objective is to guide students from idea development to crafting a viable business plan for the sports industry. This course uses various teaching modes (e.g., lecture, workshop, field experiments and qualitative interviewing) to advance students' learning.

SPORTMGT 323 - College Athletics

Fall 2024

Instructor of Record

This course explores the role of intercollegiate athletics within higher education, examining historical developments, governance and economic structures, and key issues such as amateurism, race and gender. Students analyze organizational structures, finances, and legal challenges facing the NCAA. The course also covers contemporary issues, including Name, Image, Likeness (NIL), conference realignments and mental health, providing a comprehensive view from both management and social justice perspectives.

Other Teaching through the University of Massachusetts-Amherst

Global Institute of Sport Business (GISB): Sport Entrepreneurship & Innovation

July 2025

This two-week intensive master's course (100 hours as asynchronous week 1, synchronous week 2) guided students from idea development to a viable sport business plan. Using lectures, workshops, field experiments, and qualitative interviews—along with gamified elements like a war game—students applied their sport management knowledge to real-world entrepreneurial challenges.

Texas A&M University

SPMT 366 - Sport Facilities & Event Management

Spring 2024

Instructor of Record

This course covered the design, operation, and management of sport facilities and events, emphasizing safety, cost-efficiency, accessibility, and sustainability. Students completed a facility audit with improvement recommendations for campus sport spaces.

SPMT 460 - Sport Business Planning

Fall 2023

Instructor of Record

This course integrated students' sport management skills through the development of comprehensive business plans. I enhanced the course by adding an AI learning module and encouraging participation in a campus-wide business competition, helping students meet eleven learning objectives while strengthening their communication and professional skills.

SPMT 455 - Undergraduate Student Research Hours (Hybrid)

Summer 2023

Teaching Assistant

This capstone course guides students through their approved research projects. I provided check-ins and detailed feedback on writing, structure, APA style, and overall project development.

SPMT 220 - Olympic Studies (Online, Asynchronous)

Summer 2023, 2024

Summer 2023: Teaching Assistant; Summer 2024: Instructor of Record

This course explores the history and evolution of the Olympic Games. I assessed 45+ students over the summer term and provided guidance on their written communication.

SPMT 362 - Sport Leadership

Spring 2023

Teaching Internship

This course develops students' personal and team leadership skills through industry-relevant topics such as leadership styles, emotional intelligence, and change management. I facilitated sessions on organizational justice, communication, and team development, created an evaluation rubric for presentations, and assisted with grading.

Aggie Research Program

Spring 2022 - Spring 2023

Project Leader and Mentor

This program introduces undergraduates to the research process through hands-on, multidisciplinary teamwork. I recruited and led 12 students—primarily from non-sport fields such as biomedicine, business, and GIS—in sport sustainability research. Over the year, I supervised three project teams, matching students by interest and skill, assigning tasks, and providing ongoing feedback.

Guest Lecturer

SPMT 610 – Managing Sport Organizations

Spring 2023

- Facilitating cross-departmental collaboration for sustainability – Interpreting and leveraging materiality assessments in sport organizations

SPMT 366 – Sport Facility & Event Management

Spring 2023

- Impacts and legacy of sport events
- Data-driven solutions for sustainability in sport organizations – A cross-departmental case study

SPMT 265 – Professional Communication for the Sport Industry

Fall 2022

- APA Citation Guide

SPMT 460 – Sport Business Planning

Spring 2022

- Environmental Sustainability for Sport Businesses

SPMT 272 – Sport Marketing Issues

Spring 2022

- Sustainability Marketing, Sponsorship and Greenwashing

PUBLICATIONS

McCullough, B.P. & **Dietrich, A.** (2025). The United Nations Sports for Climate Action Framework: Past, Current and Future Benefits and Challenges to Combat Climate Change in the Sport Sector. *Edited Collections of Governance in Sport Management Research*. In Hutchins, B. (Ed.), *in-press*.

Dietrich, A., McCullough, B.P. (2024). Materiality assessment in sport – An opportunity and call for research. *Managing Sport and Leisure*, 0(0), 1–11. <https://doi.org/10.1080/23750472.2024.2322119>

McCullough, B. P., **Dietrich, A.**, Rocha, R., Bae, Y. (2023). Environmental Sustainability Research and Future Directions for Events and Facilities: An Assessment of the Field. *Journal of Applied Sport Management*. 15(4), 12–30. <https://doi.org/10.7290/jasm-2023-V15-I4-rfm0>

McCullough, B.P., Brison, N.T. & **Dietrich, A.** (2023). Conceptualizing and recognizing Eco-Activism within sport. In J. Montez de Oca & S. Thangaraj (Eds.), *Research in the Sociology of Sport* (Vol. 18). Emerald Publishing

McCullough, B.P., **Dietrich, A.** (2023) Sustainability in Sport. In E. Sherry (Ed.), *Encyclopedia of Sport Studies*. Routledge.

GRANTS & AWARDS

Flex Grant	2025
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Center for Teaching and Learning, University of Massachusetts-Amherst

- Recipient of \$500 grant to foster experiential and service-based learning among students

Graduate Student Research Grant	2023
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School of Education & Human Development, Texas A&M University

- Recipient of \$1,000 grant for transcription & data analysis software to aid in research

Graduate Student Travel Grant	2023
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Graduate & Professional School - Texas A&M University

- Recipient of \$750 Travel Grant to present at NASSM Conference

Ph.D. Seminar - Nominee	2022
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European Association for Sport Management (EASM) Conference

- Selected to present research and discuss work with peers & sport management leaders

Graduate Student Travel Grant	2022
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Sydney and JL Huffines Institute for Sports Medicine and Human Performance

- Recipient of \$800 Travel Grant to present at NASSM Conference

Mike Davis Program for Advancing Golf Course Management	2022
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United States Golf Association

- Project Title: Motivations, Barriers and Materiality Matrix for Golf: A Framework to Advance Environmental Sustainability based on Stakeholders and Impact
- Amount Requested: \$346,281; Not Awarded

PRESENTATIONS

Dietrich, A. & McCullough (2025, June). (Dis)Incentivizing Climate Action: How the Sports for Climate Action (S4CA) Framework Shapes Sustainability Engagement in Sport Organizations. Presented at the 3rd *Sportainable Symposium*, Leipzig, Germany.

Adjanin, N., Ruengvirayudh, P., Brooks, G. & **Dietrich, A.** (2025, May). On the Road Again: Exploring Sustainability in Motion through the Theory of Planned Behavior and Climate Worry in Sports Tourism. To be Presented at the *International Conference on Destinations, Events and Sports: Innovations and Transformations*, Sapporo, Japan.

Dietrich, A. & McCullough, B.P. (2024, May). What does ‘sustainability’ mean to professional sport organizations? An investigation into the national context and the green-waves framework. Presented at the *North American Society for Sport Management (NASSM) Conference*, Minneapolis, MN, USA.

Dietrich, A. & McCullough, B.P. (2024, May). Logics and Responses to Environmental Sustainability in European Professional Sport Organizations. Presented at the *North American Society for Sport Management (NASSM) Conference*, Minneapolis, MN, USA.

Dietrich, A. & McCullough, B.P. (2023, May). Money Pit or Gold Mine? The relationship between sustainability in sport (SIS) and financial performance. Presented at the *North American Society for Sport Management (NASSM) Conference*, Montreal, Canada.

Dietrich, A. & McCullough, B.P. (2023, May). Facilitating cross-departmental collaboration for sustainability – Enabling students to interpret and leverage materiality assessments in sport organizations. Presented at the *North American Society for Sport Management (NASSM) Conference*, Montreal, Canada.

Dietrich, A. & McCullough, B.P. (2022, October). Creating a Sustainability Strategy – Applying Materiality Analysis in Sport. Workshop presented at the *Sport Positive Summit*, London, UK.

Dietrich, A. & McCullough, B.P. (2022, September). Applying Double Materiality in Collegiate Sports: Combining Stakeholder Views and Impact Assessment for Environmental Sustainability. Presented at the *European Association for Sport Management (EASM) Conference*, Innsbruck, Austria.

Dietrich, A. & McCullough, B.P. (2023, July). Making Sustainability Meaningful: Conceptualizing Materiality Assessment in Sport. Presented at the *Play the Game Conference*, Odense, Denmark.

Dietrich, A. (2022, July). Athlete meets Climate Activist: Motivations and Challenges. Presented at the *Play the Game Conference*, Odense, Denmark.

Dietrich, A. (2022, June). Athlete Engagement & the Structure of Athlete-led Eco-Initiatives. Workshop presented at the *Sports for Future Yearly Meeting*, Hamburg, Germany.

Dietrich, A. & McCullough, B.P. (2022, May). Refining the Process of Sustainability Strategy: Conceptualizing Materiality Assessment in Sport. Presented at the *North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.

Dietrich, A. & McCullough, B.P. (2022, May). To Engage or Not to Engage? Environmental Advocacy Among Athletes. Presented at the *North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.

Dietrich, A. & McCullough, B.P. (2022, April). A tailor-made approach to sport sustainability. Presented at the *Texas A&M Research Symposium*, College Station, TX.

Dietrich, A. & McCullough, B.P. (2022, March). Why does solar PV not follow the sun? Factors influencing solar PV diffusion among states in the U.S. Presented at the *Texas A&M University Energy Symposium*, College Station, TX.

SERVICE

Advisory Board Member, Chair of Sport & Sustainability Committee 06.2025 - Present
Blue Water Institute, Inc. & Blue Water Film Festival

Advisor 05.2025 - Present
DRV (German Rowing Federation)

- Assisting the National Governing body in the creation and implementation of their first sustainability strategy

Alumni Engagement Strategist Spring 2025 - Present
McCormack Department of Sport Management

- Created new strategy for alumni engagement for next three years

Abstract Reviewer & Conference Moderator November 2024 - July 2025
Sportainable Symposium

Task Force Member: Isenberg Sustainability Certificate Spring 2025
• Creation of sustainability certificate & decision on program design

External Advisor - Bachelor Honors Thesis - Sierra Rosado Spring 2025t
Amherst College

External PhD Advisor 01.2025 - Present
University of Massachusetts-Amherst

- Advising PhD student Jeffrey Pollack on study design, data collection and analysis

Ad-hoc Reviewer October 2025
Journal of Sport Management

Search Committee Member 08.2023 - 11.2023
Texas A&M University, Department of Kinesiology and Sport Management

- Evaluation and assessment of candidates for 3 tenure-track positions

Industry Relations Committee - Student Member 06.2023 - 06.2024
North American Society for Sport Management (NASSM) Student Board

- Decide and implement strategic goals for NASSM to drive innovation and engagement with industry

Sports for Future Ambassador 03.2022 - 01.2024
• Participate in quarterly meetings and providing support via academic research

- Senator** 09.2022 - 05.2023
Graduate & Professional School Government (GPSG) – Texas A&M University
- Drafted, reviewed, and voted on bills to support graduate student financial security and professional development
 - Secured a \$250 monthly stipend increase for Kinesiology and Sport Management graduate students to address cost of living increases
- Environmental Education & Conservation Volunteer** 05.2017 - 09.2017
Grange Insurance Audubon Center, Columbus, OH
- Facilitated outdoor education classes for children ages K-12

PROFESSIONAL EXPERIENCE

- Sport Sustainability Consultant** 08.2022 - Present
Freelance & Pro-bono
- Spearheaded Euroleague Basketball's environmental sustainability strategy, engaged with different stakeholder groups to develop a typology of needs and barriers to environmental sustainability implementation
 - Derived best practices and communication prompts for fan engagement and behavior change across 17 teams
 - Advised the International Olympic Committee (IOC) on International Federations' sustainability strategy and wrote environmental assessment report of 3 collegiate sport facilities.
- Director & Founder** 01.2018 - Present
Once Athletes Retire (OAR) e.V. – Germany
- Incorporated non-profit organization to support athletes in transition to life after sport
 - Accumulate relevant research, obtain funding, network with service providers, facilitate focus groups and workshops with athletes
- Sustainable Innovation Consultant** 10.2018 - 07.2021
PNO Consultants GmbH – Leipzig, Germany
- Translated highly technical research projects into impact-focused grant proposals for EU-wide and national grant programs for European equivalent of S&P500 companies
 - Utilized industry standards and guidelines for company-specific context, resulting in 13 client awards and generating 7.4 million Euro in project funding, generating 5.7 million Euro in grants awarded in 2020 alone
 - Coordinated team members, drafted project and budget plans, consulted with local councils and mediated between stakeholders
 - Assessed impact of European & national projects and summarized findings in non-financial reports (NFRs) to authorities and media outlets
- Solar Energy Specialist** 03.2018 - 06.2018
Tesla Inc. – New Jersey, USA
- Excited homeowners about innovations in the solar industry and pre-qualified homes
 - Generated over 70 new leads & initiated over \$480 000 in sold/leased solar systems
 - Outperformed colleagues in client relationship-building, resulting in Top10 in Northeast Regional Sales Team and Top25 nationwide

Operations and Business Development Intern
Parley for the Oceans – *New York, NY, USA*

09.2017 – 02.2018

- Collected data on waste streams and analyzed international resource markets
- Identified hot spots, funding programs and partner organizations, leading to 6 tons of ocean plastic removal.

Sustainability Student Consultant
The Ohio State University – *Columbus, OH, USA*

08.2016 – 05.2017

- Conducted gap analysis of ESG activities, industry trends and sustainability frameworks (e.g., UN SDGs, GRI) to provide strategic recommendations
- Assessed materiality of topics, created maturity matrix and provided recommendations for value-adding initiatives in transportation sector

Sustainability Strategy Intern
Hexion Inc. – *Columbus, OH, USA*

06.2016 – 10.2016

- Evaluated 7 sustainability standards (EcoVadis, ISO14000, GRI, UN Global Compact, IIR, CDP) for best company fit, resulting in the adoption of GRI G4 standard.
- Prepared tracking system for GRI implementation, reporting across 8 business units.
- Mapped company activities against UN Sustainable Development Goals, determining 6 goals for greatest impact and influence, resulting in 4 strategic focus areas
- Chaired international CSR initiative: supervised fundraiser, delivering 75 backpacks to local school children, \$140 in school supplies and feed 1,300 children in Kenya.

SPEAKING & OTHER PUBLIC ENGAGEMENT

Speaker
Sport Directorship Course - Gateway Christian Teacher's College, Zimbabwe
• Topic: Entrepreneurship Skills for Sport

August 2025

Dietrich, A. (2025, Jan 16). The Real Score: Where sports and climate change meet. *Daily Hampshire Gazette*. <https://www.gazettenet.com/The-Real-Score-Where-sports-and-climate-change-meet-58969166>

LEADERSHIP DEVELOPMENT & TRAINING

Global Mentorship Programme for Aspiring Female Leaders in Sport
Mentee

September 2023 - May 2024

- Six-months program connecting women leaders in sport around various topics

Academy for Future Faculty, Texas A&M University
Future Faculty Fellow

Spring 2022 - Spring 2024

- Participated in workshops on syllabus design, learning outcomes, small-group learning and effective instruction

Graduate Mentoring Academy, Texas A&M University
Graduate Mentoring Fellow

Spring 2022

- Strengthened seven competences to improve mentoring capabilities

Ohio State Women's Rowing - Team Captain

September 2016 - June 2017

- Led 35+ young women when coaches were not present; assumed direct responsibility for 8 team members
- Acted as mediator between coaches and student-athletes

ATHLETIC EXPERIENCE

A.A.S.R. Skøll - Amsterdam, Netherlands

02.2019 - 07.2019

Assistant Rowing Coach

- Built relationships with athletes and helped to prepare them for racing season

The Ohio State Women's Rowing Team - Columbus, OH, USA

2013 - 2017

Team Member and Captain

- Received full Athletic Rowing Scholarship four consecutive years (total: \$83,700)
- Earned Scholar Athlete Award (GPA 3.0+) from 2014 to 2017
- 3 x NCAA Champion: 2014 – 2016 | 4x Big Ten Conference Champion: 2014 – 2017

German National Rowing Team - Germany

2011 - 2013

National Team Rower

- Member of U19 and U23 Women's National Team
- Competed in national qualifying and international regattas
- Won Gold at U19, Silver and Bronze at U23 World Championships in Women's 8+

PROFESSIONAL AFFILIATIONS

Sportainable (German-based ThinkTank)

04.2022 - Present

European Association for Sport Management (EASM)

04.2022 - 08.2024

North American Society for Sport Management (NASSM)

01.2022 - 04.2025