

# ANNE DIETRICH, PH.D.

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## EDUCATION

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|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Ph.D. in Kinesiology<br/>and Sport Management</b> | <b>Texas A&amp;M University</b><br>Advisor: Dr. Brian McCullough<br><u>Dissertation:</u> Institutional Logics and Environmental<br>Sustainability: Examining Practices in an International<br>Professional Sport Organization | 2021 - 2024 |
| <b>M.S. in Sustainable<br/>Development</b>           | <b>University Leipzig</b><br>Specialization: Energy and Materials<br><u>Thesis:</u> Factors influencing Residential Solar PV Adoption<br>in the United States - A State-level Analysis                                        | 2018 – 2020 |
| <b>B.S. in Environment and<br/>Natural Resources</b> | <b>The Ohio State University</b><br>Specialization: Business and Sustainability                                                                                                                                               | 2013 - 2017 |

## ACADEMIC APPOINTMENTS

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|--------------------------------------------------------------------------------|-------------------|
| <b>Lecturer in Sport Management</b><br>University of Massachusetts - Amherst   | 09.2024 – Present |
| <b>Graduate Teaching Assistant in Sport Management</b><br>Texas A&M University | 06.2023 – 08.2024 |
| <b>Graduate Research Assistant in Sport Management</b><br>Texas A&M University | 09.2021 – 05.2023 |

## RESEARCH INTEREST

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- Environmental sustainability in sport (footprint and handprint)
- Leveraging sport for positive environmental behavior change
- Strategic planning, implementation and commercial value creation of environmental projects

## PROFESSIONAL EXPERIENCE & APPOINTMENTS

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**Sport Sustainability Consultant** 08.2022 - Present  
*Freelance & Pro-bono*

|                                                     |                                                                                                                 |                   |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------|
| <b>European Karate Championships 2026</b>           | Assessment of sustainability campaign effectiveness among event stakeholders                                    | 09.2025 - Present |
| <b>DRV (German Rowing Federation)</b>               | Assisting the National Governing body in the creation and implementation of their first sustainability strategy | 05.2025 - Present |
| <b>EuroLeague Basketball</b>                        | Created environmental sustainability strategy framework through close interactions with clubs                   | 2022 – 2024       |
| <b>Texas A&amp;M University Athletic Department</b> | Reviewed sustainability strategy and assessed footprint of three sport facilities                               | 2022 – 2024       |
| <b>International Olympic Committee (IOC)</b>        | 1-day workshop to advise IOC on International Federations' sustainability strategy                              | September 2022    |

**Director of Development** 02.2026 - Present  
*thinktank sportainable – Germany*

- Part of Executive Committee and Board of Directors, bridging research insights and practice and supporting practical implementation

**Director & Founder** 01.2018 - Present  
*Once Athletes Retire (OAR) e.V. – Germany*

- 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*

- Wrote research grant applications, translating highly technical and innovative research projects into impact-focused grant proposals
- Won 13 project grants and acquired 7.4 million Euro in project funding
- Assessed and communicated impacts of European & national projects and created in non-financial reports (NFRs) for grant 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** 09.2017 – 02.2018  
*Parley for the Oceans – New York, NY, USA*

- Collected data on waste streams and analysed international resource markets

- Identified hot spots, funding programs and partner organizations, leading to 6 tons of ocean plastic removal.

**Sustainability Strategy Intern**

06.2016 – 10.2016

Hexion Inc. – *Columbus, OH, USA*

- Determined best sustainability standard for compliance of major international chemical manufacturer through regulatory and compliance mapping exercise
- Prepared tracking system for GRI implementation, reporting across 8 business units.

## INDUSTRY ENGAGEMENT & PUBLIC SPEAKING

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**SailGP – Advisor & Academic Liaison**

11.2025 - Present

- Established relationship, resulting in an industry-focused consulting project for our Masters' students in Spring 2025 to quantify the value of SailGPs' Impact League

**Wasserman – Advisor and Academic Liaison**

11.2025 – 02.2026

- Established relationship, signed NDA, advising Wasserman on internal and external environmental sustainability strategy for commercialization, exploring possible collaborations

**UN Global Compact Network U.S. x Head of the Charles Regatta – Expert Participant** 10.2025

- Invited participant for Roundtable on Sport and Sustainability, exploring the role of sport in advancing water stewardship and sustainability in Boston with other leaders

**Advisory Board Member, Chair of Sport & Sustainability Committee**

06.2025 - Present

*Blue Water Institute, Inc. & Blue Water Film Festival*

- Exploring the intersection of social change through storytelling and environmental sustainability by organizing an athlete panel discussion

**WHMP Radio.** (2025, April 09) *Doctorate Women: Sports & Climate Change*. [Audio podcast]. <https://soundcloud.com/whmp/anne-dietrich-phd-sports-mgmt-w-brian-adams-sports-climate-change-3>

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>

**Sports for Future – Ambassador**

03.2022 - 01.2024

- Participated in quarterly meetings and providing support via academic research

## TEACHING EXPERIENCE

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**University of Massachusetts-Amherst****SPORTMGT 494PI - Sport Policy**

Fall 2024, Spring 2025, Fall 2025

Integrative learning experience and capstone course, including a semester-long consulting

project with a client or founding a start up; final class in Sport Management B.S. curriculum.

### **SPORTMGT 424 - Principles of Sport Finance and Business**

Fall 2025

Applied financial concepts to sport industry (e.g., time value of money, contracts economic impact analysis); emphasis on private equity investments in sport.

### **SPORTMGT 323 - College Athletics**

Fall 2024

Explored the role of intercollegiate athletics within U.S. universities, incl. historical developments, governance and economic structures, amateurism, NIL and gender. Third-year elective.

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

July 2025

Two-week, online intensive master's course guided students from idea generation to a viable sport venture, integrating lectures, workshops, field experiments, interviews, and a gamified project.

## **Texas A&M University**

### **SPMT 366 - Sport Facilities & Event Management, *Instructor of Record***

Spring 2024

Covered the design, operation, and management of sport facilities and events, emphasizing safety, cost-efficiency, accessibility, and sustainability.

### **SPMT 460 - Sport Business Planning, *Instructor of Record***

Fall 2023

Development of a startup idea, idea validation and business plan. Final class in Sport Management Bachelor curriculum.

### **SPMT 455 - Undergraduate Student Research Hours; *Teaching Assistant***

Summer 2023

Similar to Bachelor thesis where students work independently on their approved research projects. I provided feedback on writing, structure, and overall project development.

### **SPMT 220 - Olympic Studies (Online, Asynchronous);**

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

Explored the history and evolution of the Olympic Games from ancient Greece to modern day.

## **Student Advising & Mentoring**

### **Primary Advisor - Bachelor Honors Thesis - Marc Willi**

09.2025 - 05.2026

Thesis: Testing the Viability of a Professional Baseball Facility in Switzerland

### **External Advisor - Bachelor Honors Thesis - Sierra Rosado**

Spring 2025

Thesis: Game Plan for Change: Strategies for Embedding Sustainability into Collegiate Athletics

### **External PhD Advisor - Jeffrey Pollack**

01.2025 - 05.2025

Advised doctoral student on study design, data collection and analysis.

### **Aggie Research Program**

Spring 2022 - Spring 2023

Recruited 12 non-sport Bachelor students and trained them to assist in a sport and sustainability- related research project. I supervised three project teams, matching students by interest and skill.

## Invited Talks & Guest Lectures

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|------------------------------------------------------------------------------------------------------------------------------|---------------|
| <u>Sustainability in Sport</u>                                                                                               | November 2025 |
| University of Georgia's Sport Policy class; Topic: Sustainability in sport and its importance for clubs, leagues and events. |               |
| <u>Environmental Sustainability &amp; its Risks for Future Sport Events</u>                                                  | October 2025  |
| University of Massachusetts-Amherst's Introduction to Sport Management class                                                 |               |
| <u>Entrepreneurship Skills for Sport</u>                                                                                     | August 2025   |
| Sport Directorship Course at the Gateway Christian Teacher's College, Zimbabwe                                               |               |
| <u>Sustainability, Impacts, and Legacy</u>                                                                                   | March 2025    |
| Bishop's University Sport Centre Management and Recreation Planning: Advanced Seminar in Sports Business and Society         |               |
| <u>Sustainability Marketing, Sponsorship and Greenwashing</u>                                                                | March 2025    |
| University of Massachusetts-Amherst's Sport Marketing class                                                                  |               |
| <u>Materiality in Sport</u>                                                                                                  | April 2023    |
| Texas A&M University's Managing Sport Organizations graduate-level class                                                     |               |
| <u>Impacts and Legacy of Sport Events</u>                                                                                    | March 2023    |
| Texas A&M University's Sport Facility & Event Management class                                                               |               |
| <u>Professional Communication for the Sport Industry</u>                                                                     | October 2022  |
| Texas A&M University's Sport Communication class                                                                             |               |
| <u>Environmental Sustainability for Sport Businesses</u>                                                                     | May 2021      |
| Texas A&M University's Sport Business Planning class                                                                         |               |
| <u>Sustainability Marketing, Sponsorship and Greenwashing</u>                                                                | February 2021 |
| Guest lecturer in Texas A&M University's Sport Marketing Issues class                                                        |               |

## PUBLICATIONS

Adanin, N., **Dietrich, A.**, Ruengvirayudh, P. & Brooks, G. (2025). On The Road Again: Exploring Sustainability in Motion Through the Theory of Planned Behaviour and Climate Worry in Sports Tourism. *Tourism and Hospitality Management*. *Accepted*.

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.

## PRESENTATIONS

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**Dietrich, A.** & McCullough, B.P. (2025, June). (Dis)Incentivizing Climate Action: How the Sports for Climate Action (S4CA) Framework Shapes Sustainability Engagement in Sport Organizations. Presented at the 3<sup>rd</sup> *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. 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.

## GRANTS & AWARDS

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**Research Grant** 2025

*Massachusetts Society of Professors, University of Massachusetts-Amherst*

- Recipient of \$1,000 grant to assist in ‘Sustainability at Karate European Championship’ project

**Flex Grant** 2025

*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

*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

*Graduate & Professional School - Texas A&M University*

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

**Ph.D. Seminar - Nominee** 2022

*European Association for Sport Management (EASM) Conference*

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

**Graduate Student Travel Grant** 2022

*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

*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

## SERVICE

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**Head of Undergraduate Curriculum Committee** Fall 2025 - Present

*McCormack Department of Sport Management*

- Preparing department for Quinquennial Review process for accreditation; Assessing learning objectives across the entire curriculum (25 classes) to ensure they meet industry needs

**Curriculum Committee Member**

Fall 2025 - Present

*Isenberg School of Management*

- Review new or amended course offerings

**Assurance of Learning Taskforce: Integrative Learning Experience Member**

Fall 2025 - Present

*Isenberg School of Management*

- Aligning learning objectives of undergraduate integrative learning experience classes in preparation for upcoming accreditation review

**Alumni Engagement Strategist**

Spring 2025

*McCormack Department of Sport Management*

- Created new strategy for alumni engagement for next three years

**Abstract Reviewer & Conference Moderator**

Fall 2024 - Present

*Sportainable Symposium***Task Force Member: Sustainability Certificate**

Spring 2025

*Isenberg School of Management*

- Creation of sustainability certificate & decision on program design and classes

**Ad-hoc Reviewer**

Fall 2025 – Present

*Journal of Sport Management, Frontiers in Sports and Active Living***Search Committee Member**

08.2023 - 11.2023

*Texas A&M University, Department of Kinesiology and Sport Management***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

**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 \$3,000 doctoral student stipend increase

**Environmental Education & Conservation Volunteer**

05.2017 - 09.2017

*Grange Insurance Audubon Center, Columbus, OH*

- Facilitated outdoor education classes for children ages K-12

**LEADERSHIP DEVELOPMENT & TRAINING****Global Mentorship Programme for Aspiring Female Leaders in Sport**

September 2023 - May 2024

*Mentee*

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

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

Spring 2022 - Spring 2024

*Future Faculty Fellow*

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

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

Spring 2022

*Graduate Mentoring Fellow*

- 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 - 06.2019

*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

**LANGUAGES****German**

Native

**English**

Proficient