Curriculum Vitae

Katie Sveinson

EDUCATION

PhD	Kinesiology (Sport Management), Faculty of Kinesiology & Health Studies, University of Regina, 2019
M.S.	Kinesiology (Sport Management), Faculty of Kinesiology & Health Studies, University of Regina, 2014
B.S.R.S.	Sport and Recreation Studies, Faculty of Kinesiology & Health Studies University of Regina, 2012

ACADEMIC APPOINTMENTS

2025–	Associate Professor, University of Massachusetts Amherst, Isenberg School of Management, Mark H. McCormack Department of Sport Management.
2025–	Charles J. Dockendorff Endowed Faculty Fellow, University of Massachusetts Isenberg School of Management.
2022–2025	Assistant Professor (tenure-track), University of Massachusetts Amherst, Isenberg School of Management, Mark H. McCormack Department of Sport Management.
2019–2022	Assistant Professor (tenure-track), Temple University, School of Sport, Tourism, and Hospitality Management, Department of Sport and Recreation Management.

ADMINISTRATIVE APPOINTMENTS

2025–	Associate Department Chair, University of Massachusetts Amherst, Isenberg School of Management, Mark H. McCormack Department of Sport Management.

PUBLICATIONS

**denotes work with student co-author*

Peer Reviewed Journal Articles

37. Keaton, A.I.C., **Sveinson, K.,** & Burton, L. (in press). Speaking equity, enacting whiteness: A critical discourse analysis of white women leaders in college sport. *Journal of Sport Management.* https://doi.org/10.1123/jsm.2025-0075

36. Isard, R., **Sveinson, K**, & Melton, E.N. (2026). "We're starting to turn the page": Navigating stigma as a women's sport employee. *Sport Management Review, 29*(1), 1-25. https://doi.org/10.1080/14413523.2025.2538287

35. Taylor, E., **Sveinson, K.**, & Hindman, L. (2025). Navigating gendered dynamics in the workplace: A qualitative exploration of hostile work environments for women sport employees. *Sport, Business, Management, 15*(5), 549-566. https://doi.org/10.1108/SBM-05-2025-0105

34. Mastromartino, B., **Sveinson, K.**, & Su, Y. (2025). A gendered socialization perspective on gender differences in sport fandom. *International Journal of Sport Marketing and Sponsorship, 26*(5), 1071-1089. https://doi.org/10.1108/IJSMS-12-2024-0335

33. **Sveinson, K.**, Clarkson, B., Parry, K., & Richards, J. (2025). "If you build it, they will buy it": Exploring consumer insights of professional women's football fan merchandising strategies. *Sport Management Review, 28*(3), 575-599. https://doi.org/10.1080/14413523.2025.2490338

32. Toffoletti, K., **Sveinson, K.**, & Squire, T*. (2025). Advancing gender equality in sport through matricentric activism: Examining the practices of women sport fans. *Gender Issues, 40(*20). https://doi.org/10.1007/s12147-025-09365-9

31. Porter, J.*, **Sveinson, K.**, & Spence, K. (2025). Invisible and undervalued: A feminist critical discourse analysis of women coaches' emotional labor. *Journal of Sport Management*, *39*(6), 407-418. https://doi.org/10.1123/jsm.2024-0269

30. Frederick, E., Pegoraro, A., & **Sveinson, K**. (2025). Not the MSU of old? A critical discourse analysis of crisis communication. *International Journal of Sport Communication, 18*(2), 175-186. https://doi.org/10.1123/ijsc.2024-0211

29. Taylor, E., **Sveinson, K.,** Wegner, C., Jones, G., & Heffernan, C. (2025). Exploring perceptions of prototypical leadership and gender encoding bias among aspiring female athletes. *Leisure Sciences, 47*(4), 774-793. http://dx.doi.org/10.1080/01490400.2022.2149642

28. **Sveinson, K.,** Delia, E., Melton, N., Dalal, K.*, & Cunningham, G. (2025). Rethinking rigor: Using positionality and reflexivity to enhance sport management scholarship. *Journal of Sport Management*, *39*(2), 79-89. https://doi.org/10.1123/jsm.2024-0155

27. Delia, E., **Sveinson, K.**, & Ryder, S. (2025). A critical discourse analysis of consumer reactions to the inaugural Tour de France Femmes route. *Journal of Sport Management*, *39*(2), 90-100. https://doi.org/10.1123/jsm.2023-0054

26. Taylor, E., **Sveinson**, **K.**, & Burton, L. (2024). "If this is what working in sports is, I want absolutely no part of it": An exploration of women's experiences with harassment in sport organizations. *Journal of Sport Management*, *38*(6), 383-398. https://doi.org/10.1123/jsm.2023-0053

25. Toffoletti, K., & **Sveinson**, **K**. (2024). When sport fandom meets motherhood: A qualitative exploration of women's experiences. *Sociology of Sport Journal, 41*(3), 287-297. https://doi.org/10.1123/ssj.2023-0086

24. Wagner, U., & **Sveinson, K**. (2024). Analyzing discourses and the communication of sport: A scoping review and suggestions for future endeavors. *Communication & Sport, 12*(6), 1075-1094. https://doi.org/10.1177/21674795231206309

23. **Sveinson, K.,** & Macaulay, C.D.T. (2024). Selling gender through kids' sport team merchandise: A multimodal critical discourse analysis. *Journal of Sport Management*, *38*(4), 240-256. https//doi.org/10.1123/jsm.2023-0114

22. **Sveinson, K**., & Wagner, U. (2024). Reviewing and problematizing methods and analytical strategies of discourse analysis in sport, exercise, and physical education studies. *International Review for the Sociology of Sport, 59*(2), 298-317. https://doi.org/10.1177/10126902231200369

21. **Sveinson, K.,** & Hoeber, L. (2024). "Be a good fan during the good, the bad, and even the ugly": Exploring cultural boundaries through sport fan discourses on Twitter. *International Journal of Sport Communication, 17*(1), 73-82. https://doi.org/10.1123/ijsc.2023-0025

20. Bredikhina, N.*, **Sveinson, K**., Taylor, E., & Heffernan, C. (2023). The personal is professional: Exploring romantic relationships within the socioecology of an athlete brand. *European Sport Management Quarterly, 23*(6), 1688-1707. https://doi.org/10.1080/16184742.2023.2257706

19. **Sveinson, K.,** Delia, E., Mansfield, A., & Calow, E.* (2023). The impact of life-disrupting threat on team identity. *Sport Management Review, 26*(4), 561-581. https://doi.org/10.1080/14413523.2022.2148858

18. **Sveinson, K.,** & Hoeber, L. (2023). Fashion versus comfort: Exploring the gendered marketing messages of sport team licensed merchandise. *Journal of Sport Management*, *37*(3), 165-178. https://doi.org/10.1123/jsm.2022-0044

17. **Sveinson, K.,** & Toffoletti, K. (2023). What makes sport spectating family friendly? A phenomenological study of mothers' sport fan game-day experiences. *Journal of Sport Management*, *37*(2), 102-115. https://doi.org/10.1123/jsm.2021-0355

16. Bredikhina, N.*, **Sveinson, K.,** & Kunkle, T. (2022). Athlete interrupted: Exploration of athletes' personal brand management in times of crisis. *Sport Marketing Quarterly, 31*(3), 212-227. http://doi.org/10.32731/SMQ.313.0922.04

15. Rich, K. A., Jenkin, C., Millar, P., **Sveinson, K**., & Sherry, E. (2022). Editorial: Sport and Community. *Frontiers: Sports and Active Living.* http://doi.org/10.3389/fspor.2022.1057368

14. **Sveinson, K.,** & Allison, R. (2022). "Something seriously wrong with US Soccer": A critical discourse analysis of consumers' Twitter responses to U.S. Soccer's girls' apparel promotion. *Journal of Sport Management*, *36*(5), 446-458. https://doi.org/10.1123/jsm.2021-0127

13. **Sveinson, K.,** Taylor, E., Keaton, A.C.I.*, Burton, L., Pegoraro, A., & Toffoletti, K. (2022). Addressing gender inequity in sport through women's invisible labor. *Journal of Sport Management*, *36*(3), 240-250. http://doi.org/10.1123/jsm.2021-0229

12. Delia, E., Melton, N., **Sveinson, K.**, Cunningham, G., & Lock, D. (2022). Understanding the lack of diversity in sport consumer behavior research. *Journal of Sport Management*, *36*(3), 265-276. https://doi.org/10.1123/jsm.2021-0227

11. **Sveinson, K.,** Hoeber, L., & Heffernan, C. (2021). Critical discourse analysis as theory, methodology, and analysis in sport management studies. *Journal of Sport Management*, *35*(5), 465-475. https://doi.org/10.1123/jsm.2020-0288

10. **Sveinson, K.,** & Hoeber, L. (2020). "So begins the demise of #Superman from Metropolis": Consumers' Twitter reactions to an athlete's transgression. *Sport Management Review*, *23*(5), 810-823. https://doi.org/10.1016/j.smr.2020.03.001

9. **Sveinson, K.,** Hoeber, L. & Toffoletti, K. (2019). "If people are wearing pink stuff they're probably not real fans": Exploring women's perceptions of sport fan clothing. *Sport Management Review*, *22*(5), 736-747. https://doi.org/10.1016/j.smr.2018.12.003

8. Hyatt, C., Kerwin, S., Hoeber, L., & **Sveinson, K**. (2018). The reverse socialization of sport fans: How children impact their parents' sport fandom. *Journal of Sport Management, 32*(6), 542-554. https://doi.org/10.1123/jsm.2017-0263

7. Liechty, T., Willfong, F., & **Sveinson, K**. (2016). Embodied experiences of empowerment among female tackle football players. *Sociology of Sport Journal*, *33*(4), 305-316. http://dx.doi.org/10.1123/ssj.2015-0149

6. **Sveinson, K**., & Hoeber, L. (2016). Female sport fans' experiences of marginalization and empowerment. *Journal of Sport Management*, *30*(1), 8-21. https://doi.org/10.1123/jsm.2014-0221

5. Bruno, P., Love Green, J., Illerbrun, S., Holness, D., Illerbrun, S., Haus, K., Poirier, S., & **Sveinson, K**. (2016). Students helping students: Evaluating a pilot program of peer teaching for an undergraduate course in human anatomy. *Anatomical Sciences Education, 9*(2), 132-142. doi: 10.1002/ase.1543

4. Liechty, T., **Sveinson, K**., Willfong, F., & Evans, K. (2015). "It doesn't matter how big or small you are...there's a position for you": Body image among female tackle football players. *Leisure Sciences, 37*(2), 109-124. doi: 10.1080/01490400.2014.980591

3. **Sveinson, K**., & Hoeber, L. (2015). Overlooking the obvious: An exploration of what it means to be a sport fan from a female perspective. *Leisure Studies, 34*(4), 405-419. https://doi.org/10.1080/02614367.2014.923496

2. Liechty, T., Ribeiro, N.F., **Sveinson, K.,** & Dahlstrom L. (2014). "It's about what I can do with my body": Body image and embodied experiences of aging among older Canadian men. *International Journal of Men's Health, 13*(1), 3-21. https://doi.org/10.3149/jmh.1301.3

1. Liechty, T., Dahlstrom, L., **Sveinson, K**., Son, J., & Rossow-Kimball, B. (2014). Canadian men's perceptions of leisure-time physical activity and the aging body. *Qualitative Research in Sport, Exercise, and Health, 6*(1), 20-44. doi: 10.1080/2159676X.2012.712990

Book Chapters

3. **Sveinson, K.** (Forthcoming). Critical discourse analysis. In N. O'Reilly & G. Abeza (Eds.) *Research Handbook on Sport Management and Marketing.* Edward Elgar Publishing.

2. **Sveinson, K.,** & Hoeber, L. (2023). Segmenting, targeting, and positioning to women sport fans. (Expert Perspective). In N. O'Reilly, B. Seguin, G. Abeza, & M. Naraine (Eds.) *Canadian Sport Marketing.* Human Kinetics.

1. Kulczycki, C., Hoeber, L., & **Sveinson, K**. (2016). Using drawings to interpret place meanings: Depictions of climbing places. In C. Howley, S. Dun & U.K. Azmi (Eds.). *The Playing Field: Making Sense of Spaces and Places in Sporting Cultures*. Interdisciplinary Press: Oxford.

Other Articles

8. Taylor, E., **Sveinson, K**., & Burton, L. (2024). Shared ownership of inclusion policy is the surest path to safer workplaces. *Sport Business Journal.* https://www.sportsbusinessjournal.com/Articles/2024/06/24/opinion

7. Isard, R., Melton, E., & **Sveinson, K**. (2024). To celebrate the women's sport moment, look to the movement. *Sports Business Journal.* https://www.sportsbusinessjournal.com/Articles/2024/05/14/oped-14-isard-melton-sveinson

6. Sveinson, K**.** (2024). You need to calm down: The Swift Effect on the NFL. *Daily Hampshire Gazette*. https://www.gazettenet.com/The-Real-Score-You-need-to-calm-down-Embracing-the-Taylor-Swift-Effect-on-the-NFL-Katie-Sveinson-54053813

5. Sveinson, K**.** (2023). Women face few fan gear options. *Daily Hampshire Gazette*. https://www.gazettenet.com/The-Real-Score-UMass-McCormack-Sport-Management-inding-team-sports-apparel-for-women-fans-53052569

4. **Sveinson, K.,** Clarkson, B., Parry, K., & Richards, J. (2023). If you build it, they will buy it: Women's soccer fans desire more team apparel. *Sports Business Journal.* https://www.sportsbusinessjournal.com/Articles/2023/08/21/oped-21-think-tank.aspx

3. Parry, K., Clarkson, B., & **Sveinson, K**. (2023). Fans are finding out just how disappointing merchandise for women's football is. *The Conversation*. https://theconversation.com/fans-are-finding-out-just-how-disappointing-merchandise-for-womens-football-is-211248

2. Sveinson, K. (2022). What do women (sport fans) want? Fan clothing that doesn't suck. *SportBusiness.* https://www.sportbusiness.com/2022/09/katie-sveinson-umass-what-do-women-sport-fans-want-fan-clothing-that-doesnt-suck/

1. Hoeber, L., & **Sveinson, K**. (2012). Olympic images. *Global Sport Management News, 3*, 7-8.

RESEARCH FUNDING & GRANTS

CTL Flex Grant, University of Massachusetts, $500	2025
MSP Research Support Fund Award, University of Massachusetts, $1,000	2022–25
Mutual Mentoring Micro Grant, University of Massachusetts, $1,500	2023, 25
NASSM Janet B. Parks Grant, Temple University, $700	2021
Young Scholars Interdisciplinary Forum, Fox Business School, Temple University, $2,500	2021

AWARDS

Charles J. Dockendorff Endowed Faculty Fellow, UMass Amherst	2025-
Isenberg School of Management Outstanding Research Award, UMass Amherst	2023
NASSM Research Fellow	2023

CONFERENCE ACTIVITY

Papers Presented

40. Dalal, K*., Delia, E., & **Sveinson, K**. (2026). The co-construction of team identification across rivals. North American Society for Sport Management Conference, May 26-29th, San Juan, PR.

39. **Sveinson, K.,** Delia, E., & Keaton, A.I.C. (2025). Exploring qualitative research in sport consumer research. Sport Management Association of Australia and New Zealand Conference, Dec. 3rd-5th, Auckland, New Zealand.

38. Delia, E., **Sveinson, K.,** Dalal, K.*, Quinton, J.*, & Melton, E. (2025). A review of interviewing in sport management. Sport Management Association of Australia and New Zealand Conference, Dec. 3rd-5th, Auckland, New Zealand.

37. Keaton, A., **Sveinson, K.,** Burton, L., "Never really thought about the racial side of it": A critical discourse analysis of White women leaders' relationship to and with Whiteness. North American Society for the Sociology of Sport, Nov 5th-9th, Chicago, IL.

36. Isard, R.*, Melton, N**., Sveinson, K.**, & Delia, E. (2024). Fan labor in women's sport. North American Society for Sport Management Conference, May 29th–June 2nd, Minneapolis, MN.

35. **Sveinson, K.**, Katz, M., & Melton, N. (2023). The (in)convenient sample: How recruitment strategies can create a lack of diversity in consumer behavior studies. North American Society for Sport Management Conference, May 31st–June 3rd, Montreal, QC, Canada.

34. Huber, B.*, Katz., M., & **Sveinson, K**. (2023). Negotiating identity: Comparing new fan socialization between women's and men's sport in online fan communities. North American Society for Sport Management Conference, May 31st–June 3rd, Montreal, QC, Canada.

33. Huber, B.*, **Sveinson, K**., & Katz, M. (2023). Constructing a team identity: A discursive analysis of identity formation in an online fan community. North American Society for Sport Management Conference, May 31st–June 3rd, Montreal, QC, Canada.

32. Mastromartino, B., & **Sveinson, K**. (2022). Influence of fathers as socialization agents on gender differences in sport fandom. Sport Marketing Association Conference, October 26–28, Charlotte, NC.

31. Delia, E.B., **Sveinson, K.,** & Ryder, S. (2022). A critical discourse analysis of reactions to the inaugural Tour de France Femmes route. European Association for Sport Management Conference, September 5–8, Innsbruck, Austria.

30. Wagner, U., & **Sveinson, K**. (2022). Reviewing the discourses analyses of sport: A scoping review. International Sociology of Sport Association, June 7–10, Tubingen, Germany.

29. Delia, E., Melton, N., **Sveinson, K**., Cunningham, G., & Lock, D. (2022). Understanding the lack of diversity in sport consumer behavior research. North American Society for Sport Management Conference, June 1–3, Atlanta, GA.

28. Taylor, E., **Sveinson, K.**, Evangelopoulos, D.*, & O'Donnell, M. (2022). A vicious cycle: Women's experiences with hostile work environments in the professional sport industry. North American Society for Sport Management Conference, June 1–3, Atlanta, GA.

27. Taylor, E., **Sveinson, K.,** Hindman, L., Evangelopoulos, D.*, & O'Donnell, M. (2022). Scarcity and queen bee syndrome: Women's role in creating and maintaining toxic work environments in sport organizations. North American Society for the Sociology of Sport April 20–23, Montreal, QC, Canada.

26. **Sveinson, K.,** & Allison, R. (2022). A critical discourse analysis of consumers' Twitter responses to U.S. Soccer's girls' apparel promotion. International Association of Sport Communication Conference, March 3–6, Glassboro, NJ.

25. **Sveinson, K.,** Mansfield, A., Delia, E., & Calow, E*. (2021). Reflections on the importance of fan identity amid the COVID-19 pandemic. Poster Presentation. Sport Marketing Association Conference, October 20–22, Las Vegas, NV.

24. Bredikhina, N.*, **Sveinson, K.,** Taylor, E., & Heffernan, C. (2021). Behind a love story: Exploring the WAGs phenomenon and the Impact of a Romantic Relationship on an Athletes' Brand. Sport Marketing Association Conference, October 20–22, Las Vegas, NV.

23. **Sveinson, K**., Lin, S.*, & Boring, D*. (2021). Exploring the gendering of children's official sport fan apparel trough critical discourse analysis. North American Society for Sport Management Virtual Conference. June 3–5.

22. Hoeber, L., **Sveinson, K.**, Shaw, S., Misener, K., Rich, K., & Chen, C. (2021). Insights about publishing qualitative research from 'Reviewer 2': Conversations and collective learning. 60-minute workshop. North American Society for Sport Management Virtual Conference. June 3–5.

21. Bredikhina, N.*, Kunkle, T., & **Sveinson, K**. (2021). Innovation under pressure: How elite athletes transform their business model in times of crisis**.** North American Society for Sport Management Virtual Conference. June 3–5.

20. **Sveinson, K**., Mansfield, A., & Naraine, M. (2022). Anchoring down: Examining user sentiment across three brand related hashtags on Twitter [presentation cancelled]. North American Society for Sport Management Conference. May 27–30, San Deigo, CA.

19. Taylor, E., **Sveinson, K**., Wegner, C., & Jones, G. (2019). Leadership Trait Perception and Transference for Aspiring Female Leaders. European Association for Sport Management Conference. September 3–6, Seville, Spain.

18. Sveinson, K. (2019). Not all fans are created equal: Exploring cultural boundaries of sport fandom on Twitter. North American Society for Sport Management Conference. May 28–June 1, New Orleans, LA.

17. Sveinson, K. (2018). Stakeholders' Twitter reactions to an athlete's transgression: A case study of Kevin Pillar's homophobic slur. North American Society for Sport Management Conference. June 6–9, Halifax, NS.

16. Sveinson, K. (2018). Serious leisure or trolling? Policing authenticity of sport fandom on Twitter. Canadian Association for Leisure Studies Conference. May 29–31, Regina, SK.

15. **Sveinson, K.,** Hoeber, L., Kerwin, S., & Hyatt, C. (2017). Family and sport fandom: What roles have mothers played in socialization? Sport Management Association of Australia & New Zealand Conference. Nov 29–Dec 1st, Gold Coast, Australia.

14. Hyatt, C., Kerwin, S., **Sveinson, K**., & Hoeber, L. (2017). Exploring reverse socialization of sport fandom from a generational perspective. European Association for Sport Management Conference. Sept. 2–8, Bern, Switzerland.

13. Hyatt, C., Kerwin, S., Hoeber, L., & **Sveinson, K**. (2017). Understanding the intersection between sport fandom and parenting: Family rivalries and reverse socialization. North American Society for Sport Management Conference. May 30–June 3, Denver, CO.

12. **Sveinson, K**., & Hoeber, L. (2016). Exploring material culture associated with official sport fan apparel: A cross-national comparison. Sport Management Association of Australia & New Zealand Conference. November 23–25, Auckland, NZ.

11. Hoeber, L., **Sveinson, K**., García, R., & Legg, N. (2016). The gendering of sport fan clothing on sport team online stores. North American for Sport Management Conference, May 31–June 4, Orlando, FL.

10. Kulczycki, C., Hoeber, L., **Sveinson, K**. (2015). Using drawings to interpret place meanings: Depictions of climbing places. Place, Space and Sport Conference, Sept. 24–26. Oxford, UK.

9. Liechty, T., Willfong, F., **Sveinson, K**. & Ribeiro, N. F. (2014). Tackle football as serious leisure for women. World Leisure Congress, Sept. 7–12, Mobile, AL.

8. Sveinson, K. (2014). Three strikes against you? An examination of highly identified, displaced, female sport fans. North American Society for Sport Management Conference, May 27–31, Pittsburgh, PA.

7. Liechty, T., Evans, K., Wilfong, F., & **Sveinson, K**. (2014). "There's a position for every body type": Experiences of body image among female tackle football players. Canadian Congress on Leisure Research Conference, May 21–23, Halifax, NS.

6. Sveinson, K. (2014). The Elephant in the team shop: An exploration of female sport fans' perceptions of team merchandise. Sport and Society in America Conference, May 19–21, Green Bay, WI.

5. Sveinson, K. (2013). Understanding gender relations among sport fans. International Sociology of Sport Association Conference, June 12–15, Vancouver, BC.

4. Sveinson, K. (2013). Marginalization or empowerment? A case study of lived experiences of female sport fans. North American Society for Sport Management Conference, May 28–June 2, Austin, TX.

3. Sveinson, K. (2013). Green camouflage: The unique context and identities of female Saskatchewan Roughrider fans. Graduate Student Association Conference, March 15–16th, Regina, SK.

2. Liechty, T., **Sveinson, K**., & Dahlstrom, L. (2012). Aging and men's body image. Gerontological Society of America Annual Meeting, Nov 14–18th, San Diego, CA.

1. Hoeber, L., & **Sveinson, K**. (2012). A photographic analysis of official and unofficial images of the 2010 Winter Olympics. North American Society for Sport Management Conference, May 23–26, Seattle, WA.

Discussant

Sveinson, K. (2018). Lessons from online teaching and future directions. An invited panel presentation at the Canadian Association for Leisure Studies. May 29-31, Regina, SK.

INVITED TALKS AND GUEST LECTURES

Empowering women in sports: Elevating athletes and fans 2025
Panel member for Strong Women, Strong Sports Think Tank
Temple University, Philadelphia, PA, USA.

(De)Constructing fandom: Exploring gendered experiences through qualitative research 2024
In-person research presentation
University of Michigan, Ann Arbor, MI, USA.

Theory in sport consumer behavior 2024
Virtual guest lecture in the Theories in Sport Management (PhD) course
University of Florida, USA.

Understanding and segmenting women sport consumers 2024
Virtual guest lecture in the graduate Sport Marketing course
University of Connecticut, USA.

Gender in sport marketing 2022
Virtual guest lecture in the Sport Marketing course
University of Ottawa, Canada.

Women as sport fans and consumers from a sociocultural perspective 2021
Virtual guest lecture in the Consumer Cultures in Sport course
Bournemouth University, UK.

A conversation around female sports fandom 2018
Panel member for event
University of British Columbia, Vancouver, BC, Canada.

TEACHING EXPERIENCE

University of Massachusetts Amherst (2022 – Present)
SCHMGMT 890 – Research Paradigms in Sport Management (PhD)
SPORTMGT 575 – Women in Business (graduate and undergraduate)
SPORTMGT 321 – Sport Marketing (undergraduate)
SPORTMGT 491 – Sport Policy (undergraduate)

Temple University (2019-2022)
SRM 3296 – Sport Marketing (undergraduate)
SRM 5215 – Sport Marketing (graduate)
SRM 3226 – Sport Consumer Behavior (undergraduate)
SRM 5226 – Sport Consumer Behavior (graduate)

University of Regina (2013-2019)

Professional Appointments
Online Course Developer, Introduction to Sport and Recreation Management (undergraduate)

Sessional Lecturer
KIN 110 – Sociology of Sport, Recreation, and Physical Activity (undergraduate)
SRS 105 – Introduction to Sport and Recreation Management (undergraduate)
SRS 220 – Program Delivery and Management (undergraduate)
KIN 420 – Diversity Issues in Sport, Recreation, Leisure, and Physical Activity (undergraduate)

Teaching Education

Fox Online Teaching Certificate, Temple University 2020
Certificate in Teaching and Learning in Higher Education, University of Regina 2013

STUDENT ADVISING

Doctoral Committee Member

– Jake Quinton (expected 2027)
– Keegan Dalal (2026)
– Danielle McArdle (2025)
– Blaine Huber (2024)
– Risa Isard (2023)
– Kate Nelson (2022)

Comprehensive Exam Committee Member

– Will Park (2026)
– Keegan Dalal (2024)
– Danielle McArdle (2023)
– Nataliya Bredikhina (2022)
– Katie Nelson (2021)
– Colin Lopez (2021)

External Examiner

– Megan Piche (Masters), Brock University, Canada (2023)

Undergraduate Honors Committee Member

– Emersyn Foresyth (2025)

Undergraduate Honors Project Advisor

– James Piesco (2023)
– Benjamin Schwartz (2020)
– Sydney Parsons (2020)

ACADEMY SERVICE

Guest Editor

2023–2025 Equality, Diversity, and Inclusion (Special Issue): Examining the inclusiveness of sport fandom and spectatorship

2022 Frontiers Special Topic: Sport and Community

Editorial Board Member

2025– Journal of Sport Management
2025– Sociology of Sport Journal
2022– Sport Management Review

2020– International Journal of Sport Communication

Ad hoc Reviewer
Journal of Sport Management
European Sport Management Quarterly
Sport Management Review
Journal of Consumer Culture
International Journal of Sport Communication
Communication and Sport Journal
Qualitative Research in Sport, Exercise and Health
European Journal of Women's Studies
Journal of Consumer Marketing
Sport Marketing Quarterly
Critical Discourse Studies
Journal of Gender Studies
Leisure/Loisir
Leisure Sciences
Journal of Sport Behavior
Sport in Society
International Journal of Sport Management and Marketing
International Review for the Sociology of Sport

Conference Abstract Reviewer
Sport Management Association of Australia and New Zealand
North American Society for Sport Management (NASSM) Conference
Administrative Sciences Association of Canada Conference
Canadian Association for Leisure Studies Conference

Conference Section Head
NASSM Conference 2025

Service to Profession
Judge, National Sports Forum Challenge Cup 2023, 2024
Faculty Mentor, NASSM, Faculty/Student Mentorship Program 2020–Present

FACULTY/UNIVERSITY SERVICE

University of Massachusetts
Member, Isenberg Research Committee 2025-
Associate Department Chair, McCormack Department of Sport Management 2025-
Chair, Search Committee, Assistant/Associate Professor 2025-2026
Member, Department Personnel Committee 2025-
Interim PhD Coordinator, McCormack Department of Sport Management 2023
Member, Search Committee, Assistant/Associate Professor 2023
Coordinator, McCormack Lecture Series events 2023

Temple University
Lead Organizer, Women Entrepreneurs in Sport Panel 2021

Faculty Advisor, National Sport Forum's Challenge Cup (case competition) 2020
Member, Diversity, Equity, and Inclusion Committee, STHM 2020-2022
Member, Doctoral Program Committee, STHM 2020-2022
Faculty Mentor, Women in Sport and Recreation Management Group, STHM 2019-2022
Member, Search Committee, SRM Tenure-Track 2020
Member, Diversity and Inclusion Committee, STHM 2019-2020

University of Regina
Graduate Student Representative, FGSR Scholarships and Awards Committee 2015-2019
Graduate Student Representative, Faculty of KHS Strategic Planning Committee 2015
Graduate Student Representative, Faculty of KHS Graduate and Research Committee 2013-2015
Graduate Student Representative, Search Committee, KHS SRM tenure-track 2013

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PROFESSIONAL MEMBERSHIPS/AFFILIATIONS

International Society of Qualitative Research in Sport and Exercise
North American Society for Sport Management
Sport Management Association of Australia and New Zealand
North American Society for the Sociology of Sport
International Sociology of Sport Association