



## WINDY DEES

University of Miami  
School of Education and Human Development  
Department of Kinesiology and Sport Sciences  
P.O. Box 248065  
Coral Gables, FL 33124  
Tel: (305) 284-8345  
wdees@miami.edu

May, 2020

### PERSONAL

Windy Dees, Ph.D.  
Associate Professor  
Sport Administration

### HIGHER EDUCATION

TEXAS A&M UNIVERSITY	College Station, TX
Ph.D. Sport Management	December, 2007
Major: Sport Management	
Minor: Marketing	
Dissertation: <i>Personality Fit in NASCAR: An Evaluation of Driver-Sponsor Congruence and the Impact on Sponsorship Effectiveness Outcomes</i>	

UNIVERSITY OF FLORIDA	Gainesville, FL
M.S. Sport Management	December, 2004
Major: Sport Management	
Minor: Marketing	
Thesis: <i>Measuring the Effectiveness of Sponsorship of an Elite Intercollegiate Football Program</i>	

ROLLINS COLLEGE

B.A. Major: Psychology  
Minor: Communications

Winter Park, FL  
May, 1999

**EXPERIENCE**

UNIVERSITY OF MIAMI  
Associate Professor

Coral Gables, FL  
Aug 2010-Present

GEORGIA SOUTHERN UNIVERSITY  
Assistant Professor

Statesboro, GA  
Aug 2007-2010

TEXAS A&M UNIVERSITY  
Graduate Research Assistant

College Station, TX  
2005-2007

UNIVERSITY OF FLORIDA  
Graduate Teaching Assistant

Gainesville, FL  
2003-2004

UNIVERSITY OF FLORIDA ATHLETIC ASSN.  
Student Volunteer

Gainesville, FL  
2003-2004

SUPER BOWL XXXVII  
Corporate Hospitality Volunteer

San Diego, CA  
January 2003

SYNERGY SPORTS MARKETING USA, INC.  
Account Executive

Orlando, FL  
1998-2000

## SCHOLARSHIP

### Publications (Peer Reviewed)

*Total Citations = 648*

*h index = 11*

1. **Dees, W.**, Popp, N., Jensen, J., & Gay, C. (2019). Assessing the impact of sponsor asset selection, intangible rights, and activation on sponsorship effectiveness. *Sport Marketing Quarterly, 28*, 91-101.
2. Martin, T.G., Whisenant, W., Agyemang, K., & **Dees, W.** (2017). Media exposure of sport concussions. *Journal of Multidisciplinary Research, 9*(2), 45-56.
3. Martin, T.G., Harriell, K., Tatman, J.A., King, V.A., Whisenant, W., & **Dees, W.** (2016). Evaluating Increased Public Exposure to Concussions in the Media and its Influence on High School Participation Rates: A Pilot Study. *Applied Research in Coaching and Athletics Annual, 31*, 123-155.
4. Pitts, B. G., Lu-Anderson, D., **Dees, W.**, & Whisenant, W. (2016). Destination marketing: The Georgia Dome and Atlanta - A case study of the new extreme sport entertainment. *International Journal of Event Management Research, 11*(1), 27-39.
5. Cianfrone, B., & **Dees, W.** (2015). A synopsis of the advances in sport advertising and sponsorship effectiveness research. *International Journal of Sport Management and Marketing, 15* (5/6), 233-237.
6. **Dees, W.**, Hall, T., & Tsuji, Y. (2015). Examining the roles of event personality, identification, and attitudes in a sport sponsorship context. *International Journal of Sport Management, 2*, 437-454.
7. Whisenant, W.A., Lee, D.L., & **Dees, W.** (2015). *Role congruity theory: Perceptions of fairness and sexism in sport management*. Advanced Online Publication. Public Organization Review: A Global Journal. Retrieved from: <http://link.springer.com/article/10.1007/s11115-014-0281-z/fulltext.html>

8. Martin, T.G., Williams, A.S., Whisenant, W., & **Dees, W.** (2014). Mixed Martial Arts (MMA) and the media: An examination of an emerging sport's coverage in *ESPN The Magazine*. Advanced Online Publication. Public Organization Review: A Global Journal. Retrieved from:  
<http://link.springer.com/article/10.1007/s11115-014-0283-x/fulltext.html>
9. **Dees, W.**, Whisenant, W.A., & Pitts, B. (2013). Academic to consultant: A pilot study of sport marketing research. *Global Sport Business Journal*, 1(1), 59-66.
10. Blazo, J., Czech, D., Carson, S., & **Dees, W.** (2013). A qualitative investigation of the sibling sport achievement experience. *The Sport Psychologist*, 28, 36-47.
11. Reid, B., Whisenant, W.A., Martin, T.G., & **Dees, W.** (2013). APR and March Madness. *International Journal of Education and Research*, 1(5), 1-8.
12. Whisenant, W.A., **Dees, W.**, Bolling, M., & Martin, T. G. (2013). Concession sales: The examination of novelty effect and consumer mood. *International Journal of Education and Research*, 1(4), 1-10.
13. **Dees, W.**, & Hall, T. (2012). Creating experiential learning opportunities for sport management students: The case of Grand Slam Marketing. *Sport Management Education Journal*, 6, 71-80.
14. **Dees, W.** (2011). New media and technology use in corporate sport sponsorship: Performing activational leverage from an exchange perspective. *International Journal of Sport Management and Marketing*, 10(3/4), 272-285.
15. Tsuji, Y., Bennett, G., & **Dees, W.** (2011). Exploring the effects of sportscape at a professional tennis tournament. *International Journal of Sport Management*, 12(1), 33-49.
16. **Dees, W.**, & Hall, T. (2010). Savannah Hockey Classic: An evaluation of event personality and economic impact. *Journal of Tourism Insights*, 1(1), 45-51.
17. **Dees, W.**, Hall, T., Tsuji, Y. & Bennett, G. (2010). Examining the effects of fan

loyalty and goodwill on consumer perceptions of brands at an action sports event. *Journal of Sponsorship*, 4 (1), 38-50.

18. **Dees, W.**, Bennett, G., & Ferreira, M. (2010). Personality fit in NASCAR: An evaluation of driver-sponsor congruence and the impact on sponsorship effectiveness outcomes. *Sport Marketing Quarterly*, 19(1), 25-35.
19. Lachowetz, T., **Dees, W.**, & Todd, S. (2010). Savannah Sand Gnats: Macro strategies for using identity to increase attendance in minor league baseball. *Sport Marketing Quarterly*, 18, 222-227.
20. Lachowetz, T., Todd, S., & **Dees, W.** (2009). Successfully marketing a collegiate baseball program within resource constraints: A special case of volunteerism. *Journal of Sport Administration and Supervision*, 1 (1), 65-74.
21. **Dees, W.**, Todd, S., & Hall, T. (2009). Interview with cycling industry professional Michael Ball on marketing innovation. *Sport Marketing Quarterly*, 18(2), 67-68.
22. **Dees, W.**, Bennett, G., & Villegas, J. (2008). Measuring the effectiveness of sponsorship of an elite intercollegiate football program. *Sport Marketing Quarterly*, 17(2), 79-89.
23. **Dees, W.**, & Bennett, G. (2008). The effect of fan involvement on consumers' response to sponsorship at a professional tennis tournament. *International Journal of Sport Management*, 9(3), 328-342.
24. Tsuji, Y., Bennett, G., & **Dees, W.** (2008). Factors affecting repeat attendance intentions: The case of a state sports event. *International Journal of Sport Management*, 9(1), 102-115.
25. **Dees, W.**, Bennett, G., & Tsuji, Y. (2007). Attitudes toward sponsorship at a state sports festival. *Event Management*, 10(2/3), 89-101.
26. Bennett, G., Cunningham, G., & **Dees, W.** (2006). Measuring the marketing communication activations of a professional tennis tournament. *Sport Marketing Quarterly*, 15(2), 91-101.

27. Bennett, G., Sagas, M., & Dees, W. (2006). Media preferences of action sports consumers: Differences between Generation X and Y. *Sport Marketing Quarterly* 15(1), 40-49.

### Studies in Progress

1. Trail, G. T., Aicher, T. J., Sweeney, K., Naylor, M., Johnston, M., Alfaro-Barrantes, P., Lanzillo, J., Triantafyllidis, S., O'Reilly, N., Jamaat, K., Choi, W., Braunstein-Minkove, J. R., Kim, A., Dees, W., & Bang, H. (2020). *Engaging Partners and Managing a Large-Scale Research Project*. (data collected and analyzed)

### Books

Dees, W., Walsh, P., McEvoy, C., & McKelvey, S. (2020). *Sport Marketing, Fifth Edition*. Human Kinetics: Champaign, IL. (in press)

### Book Chapters

1. Armstrong, K., Walsh, P., & Dees, W. (2018). Sport Marketing. *Contemporary Sport Management, Sixth Edition*. Human Kinetics: Champaign, IL.
2. Dees, W., Whisenant, W. A., & Martin, T.G. (2016). Who controls the ticket? Examining secondary ticket market challenges in NASCAR. *Case Studies in Sport Marketing*. Fitness Information Technology: Morgantown, WV.
3. Dees, W. (2010). Chapter 7.26: Private Clubs in Sport and Recreation. *Law for Recreation and Sport Managers, Fifth Edition*. Kendall/Hunt Publishing Company: Dubuque, IA.
4. Dees, W. (2014). Chapter 10: Marketing Global Sport. *International Sport Business, First Edition*. <http://www.sportbusinessworldwide.com/>

### Technical Reports

1. MultiRace Sponsorship Deck (2014). Marketing research conducted for MultiRace Event Management Company. Miami, FL.
2. Miami Hurricanes Football Consumer Satisfaction Study (2011). Marketing research conducted for the University of Miami Athletics Marketing Department. Coral Gables, FL.
3. Savannah Hockey Classic (2009). Marketing research in conjunction with the Greater Savannah Sports Council with regard to their annual collegiate hockey event. Savannah, GA.
4. Liberty Mutual Legends of Golf (2009). Marketing research in conjunction with the Liberty Mutual Legends of Golf with regard to their PGA Champions Tour event. Savannah, GA.
5. Liberty Mutual Legends of Golf (2010). Marketing research in conjunction with the Liberty Mutual Legends of Golf with regard to their PGA Champions Tour event. Savannah, GA.

## PROFESSIONAL

### External Funding

MultiRace Sponsorship Research and Instrument Design: **Windy Dees**. Funds raised totaled \$5,000. (March, 2014).

**Dees, W.**, Martin, T.G., & Whisenant, W.A. (2014). *FY 2014 Study of the U.S. Institutes for Student Leaders*. Department of State, Bureau of Educational and Cultural Affairs. ECA-ECAAE-14-014 (\$720,000). (Not funded)

**Dees, W.**, & Whisenant, W.A. (2013). *FY 2014 Southeast Asia Youth Leadership Program*. Department of State, Bureau of Educational and Cultural Affairs. ECA-ECAPEC-14-002 (\$1,470,000). (Not funded)

Coach L Charity Golf Classic Tournament Director: **Windy Dees**. Funds raised totaled \$46,300. (April 18, 2014).

8<sup>th</sup> Annual SPORT Charity Golf Classic Tournament Director: **Windy Dees**. Funds raised totaled \$14,630. (April 12, 2013).

7<sup>th</sup> Annual SPORT Charity Golf Classic Tournament Director: **Windy Dees**. Funds raised totaled \$13,000. (April 13, 2012).

6<sup>th</sup> Annual SPORT Charity Golf Classic Tournament Director: **Windy Dees**. Funds raised totaled \$8,400. (April 8, 2011).

Principal Investigator: Dr. Gregg Bennett. Co-Investigator: **Windy Dees**. Event effectiveness of the 2005 Sunshine State Games. *Florida Sports Foundation*. \$6,500.00 (2005).

Principal Investigator: Dr. Gregg Bennett. Co-Investigator: **Windy Dees**. Sponsorship effectiveness of 2004 Sunshine State Games. *Florida Sports Foundation*. \$4,000.00 (2004).

Principal Investigator: Dr. Gregg Bennett. Co-Investigator: **Windy Dees**. Tourism development monies allocated for Sport Marketing Association Inaugural Conference. *Alachua County Tourism Development Council*. \$7,614.00 (2003).

Principal Investigator: Dr. Gregg Bennett. Co-Investigator: **Windy Dees**. Assessing event quality of the 2003 Sunshine State Games. *Florida Sports Foundation*. \$4,000.00 (2003).

### Internal Funding

Faculty Development Committee Grant. Georgia Southern University. Funds allocated in the amount of \$989.50 for sport tourism research presented at the Resort and Commercial Recreation Association annual conference in Kiawah Island, SC.

### Editorial and Review Boards

- Executive Editor, Global Sport Business Journal (2015-2018)
- Co-Editor Special Issue, International Journal of Sport Management and



### Marketing (2014)

- Editorial Board Member, Global Sport Business Journal (2012-present)
- Abstract Reviewer, Global Sport Business Association Conference (2012-present)
- Editorial Board Member, Sport Marketing Quarterly (2012-2018)
- Reviewer, Sport Marketing Quarterly (2010-2018)
- Abstract Reviewer, Sport Marketing Association Conference (2010-2018)
- Reviewer, International Journal of Sport Communication (2008-2018)
- Guest Reviewer, Global Sport Management Journal (2018)
- Guest Reviewer, International Journal of Sport Management and Marketing (2012)
- Guest Reviewer, Journal of Issues in Intercollegiate Athletics (2010)

### External Reviewer for Tenure/Promotion

- University of Louisville (2019)
- University of Cincinnati (2019)
- University of Louisville (2018)
- University of New Haven (2018)
- Louisiana State University (2017)
- Indiana University (2017)
- Old Dominion University (2017)
- Indiana University (2016)
- University of San Francisco (2016)
- East Stroudsburg University (2014)

### Professional Membership/Leadership

- Sport Marketing Association Past-President (2019-2021)
- Sport Marketing Association President (2018-2019)
- Sport Marketing Association President-Elect (2017-2018)
- Sport Marketing Association Member-at-Large (2015-2017)
- Sport Marketing Association (SMA) member (2003-present)
  - Sport Marketing Association Awards Committee Member (2011-2015)
- North American Society for Sport Management (NASSM) member (2006-present)
- Global Sport Business Association (GSBA) member (2012-present)

- American Marketing Association (AMA) member (2005-2006)
- Resort and Commercial Recreation Association (RCRA) member (2009-2010)

### Presentations at International Conferences

1. Trail, G. T., Aicher, T. J., Sweeney, K., Naylor, M., Johnston, M., Alfaro-Barrantes, P., Lanzillo, J., Triantafyllidis, S., O'Reilly, N., Jamaat, K., Choi, W., Braunstein-Minkove, J. R., Kim, A., **Dees, W.**, & Bang, H. (2020). Engaging Partners and Managing a Large-Scale Research Project. Presentation at the North American Society of Sport Management annual conference. San Diego, CA.
2. Sattler, L., Achen, R., Cianfrone, B., Lough, N., & **Dees, W.** (2019). From survive to thrive: A roundtable discussion on supporting female sport marketing faculty as they face challenges in academia. Presentation at the Sport Marketing Association annual conference, Chicago, IL.
3. **Dees, W.**, Popp, N., Jensen, J., & Gay, C. (2019). Assessing the impact of sponsor asset selection, intangible rights, and activation on sponsorship effectiveness. Presentation at the Sport Marketing Association annual conference, Chicago, IL.
4. **Dees, W.**, McNary, E., & Johnson, C. (2018). Using authentic learning to increase engagement and satisfaction in online sport management courses. Presentation at the Global Sport Business Association annual conference, Cozumel, Mexico.
5. Blaszkka, M., **Dees, W.**, Walsh, P., & Witkemper, C. (November, 2018). The madness of it all: Examining the brand personalities of official sponsors of NCAA March Madness. Presentation at the Sport Marketing Association annual conference, Boston, MA.
6. **Dees, W.**, Jensen, J., Cornwell, B., and Jessop, A. (June 3, 2017). Social issues and sponsorship: A new chapter in sport management research. Presentation at the North American Society for Sport Management annual conference, Denver, CO.
7. **Dees, W.**, Martin, T., & Whisenant, W. (November 3, 2016). Super Bowl or super bust: Are the big game ads delivering value? Presentation at the Sport Marketing Association annual conference, Indianapolis, IN.

8. **Dees, W.**, Jessop, A., Martin, T., & Whisenant, W. (June 4, 2016). Using narrative techniques to increase engagement and satisfaction among graduate students in sport management online programs. Presentation at the North American Society for Sport Management annual conference, Orlando, FL.
9. **Dees, W.**, Whisenant, W., & Martin, T. (February 22, 2016). Who controls the ticket? Examining secondary ticket market challenges in NASCAR. Presentation at the Global Sport Business Association annual conference, Nassau, Bahamas.
10. **Dees, W.**, Bailey, S., & Davis, L. (February 20, 2016). Evaluating trends in sponsorship coverage in the Sports Business Journal. Presentation at the Global Sport Business Association annual conference, Nassau, Bahamas.
11. Tsuji, Y., **Dees, W.**, & Hall, T. (October, 2015). Attitudes toward bandwagon sponsors: A resource-matching perspective. Presentation at the Sport Marketing Association annual conference, Atlanta, GA.
12. Sutton, W., Bennett, G., McEvoy, C., Ballouli, K., Jensen, J., **Dees, W.**, & Brown, B. (October, 2015). Mentoring early career researchers and educators in sport marketing. Symposium conducted at the Sport Marketing Association annual conference, Atlanta, GA.
13. **Dees, W.**, Boggs, D., Harris, S., & Jimenez, N. (February, 2015). The effect of active versus non-active promotions on Minor League Baseball attendance. Presentation at the Global Sport Business Association annual conference, Nassau, Bahamas.
14. **Dees, W.**, & Weddell, M. (October, 2014). Blood, sweat, & gears: Evaluating economic impact and sponsorship effectiveness of a competitive cycling event. Presentation at the Sport Marketing Association annual conference, Philadelphia, PA.
15. Whisenant, W. A., **Dees, W.**, & Martin, T.G. (October, 2014). Gender and National Olympic Committees. World Association for Sport Management inaugural conference, Madrid, Spain.

16. **Dees, W.**, & Whisenant, W.A. (February, 2014). Evaluating importance of and satisfaction with the event experience of consumers of an FBS football program. Presentation at the Global Sport Business Association annual conference, Nassau, Bahamas.
17. **Dees, W.**, Whisenant, W.A., Martin, T., & Resnick, P. (October 24, 2013). Concession sales: The examination of novelty effect and consumer mood. Presentation at the Sport Marketing Association annual conference, Albuquerque, NM.
18. **Dees, W.** (June 1, 2013). The use of experiential learning projects in sport marketing and event management. Presentation at the North American Society for Sport Management annual conference, Austin, TX.
19. Hall, T., **Dees, W.**, & Tsuji, Y. (February 9, 2013). Volunteer job satisfaction: Examining the roles of organization pride, prestige, and identification. Presentation at the inaugural Global Sport Business Association conference, Nassau, Bahamas.
20. Whisenant, W., **Dees, W.**, & Pitts, B. (February 9, 2013). Academic to Consultant. Presentation at the inaugural Global Sport Business Association conference, Nassau, Bahamas.
21. **Dees, W.**, Thomson, C., & Garciga, J. (February 9, 2013). An evaluation of research productivity among faculty members in Sport Management. Presentation at the inaugural Global Sport Business Association conference, Nassau, Bahamas.
22. Tsuji, Y. **Dees, W.**, & Hall, T. (May 24, 2012). Attitudes toward bandwagon sponsors. Presentation at the North American Society for Sport Management annual conference, Seattle, WA.
23. **Dees, W.** (October, 2011). New media and technology use in corporate sport sponsorship: Performing activational leverage from an exchange perspective. Presentation at the Sport Marketing Association annual conference, Houston, TX.
24. Blazo, J., Czech, D., Carson, S., & **Dees, W.** (June 9, 2011). A qualitative investigation of the lived experience of sibling sport achievement. Presentation at the

North American Society for the Psychology of Sport and Physical Activity annual conference, Burlington, VT.

25. Hall, T., **Dees, W.**, & Tsuji, Y. (October 29, 2010). Sporting events: Brand and event personality scales. Presentation at the Sport Marketing Association annual conference, New Orleans, LA.
26. **Dees, W.**, & Hall, T. (November, 2009). Savannah Hockey Classic: An evaluation of economic impact and event image. Presentation at the Resort and Commercial Recreation Association annual conference, Kiawah Island, SC.
27. Braunstein, J., **Dees, W.**, Greenwood, B., MacIntosh, E., & Mercado, H. (May 31, 2008). Pay it forward: Mentoring doctoral students (by former doctoral students) on their journey from student to faculty member. Symposium conducted at the North American Society for Sport Management annual conference, Toronto, Canada.
28. **Dees, W.**, Bennett, G., & Ferreira, M. (November 2, 2007). Personality fit in NASCAR: An evaluation of driver-sponsor congruence and its impact on sponsorship effectiveness outcomes. Presentation at the Sport Marketing Association annual conference, Pittsburgh, PA.
29. Tsuji, Y., Bennett, G., & **Dees, W.** (June, 2007). Investigating the effect of involvement and perceived goodwill at an action sports event. Presentation at the North American Society for Sport Management annual conference, Miami, FL.
30. **Dees, W.**, Bennett, G., & Tsuji, Y. (November 3, 2006). The effects of brand image and product fit on consumer purchase intent in action sports. Presentation at the Sport Marketing Association annual conference, Denver, CO.
31. Tsuji, Y., Bennett, G., & **Dees, W.** (November 3, 2006). Factors affecting repeat attendance intentions: The case of a state sports event. Presentation at the Sport Marketing Association annual conference, Denver, CO.
32. Bennett, G., Tsuji, Y., & **Dees, W.** (November 12, 2005). Examining the interactive effects between sportscape and sport event satisfaction. Presentation at the Sport Marketing Association annual conference, Tempe, AZ.

33. **Dees, W.**, & Tsuji, Y. (November 20, 2004). Assessing the effects of commercial sponsorship activations on consumers at an Olympic-style sports festival. Presentation at the Sport Marketing Association annual conference, Memphis, TN.
34. Tsuji, Y. & **Dees, W.** (November 20, 2004). Examining the relationships among sportscape, consumer satisfaction, and future event attendance at an Olympic-style sports festival. Presentation at the Sport Marketing Association annual conference, Memphis, TN.
35. **Dees, W.**, Bennett, G., Cunningham, G., & Sagas, M. (November 18, 2004). Measuring the marketing communication activations of the Tennis Masters Cup. Presentation at the Sport Marketing Association annual conference, Memphis, TN.
36. Bennett, G., **Dees, W.**, & Tsuji, Y. (June 3, 2004). Exploring the action sports phenomenon: Trendy fad or established segment? Presentation at the North American Society for Sport Management annual conference, Atlanta, GA.
37. Bennett, G., **Dees, W.**, Cunningham, G., & Sagas, M (November 13, 2003). Media usage among action sports consumers. Presentation at the Inaugural Sport Marketing Association conference, Gainesville, FL.
38. **Dees, W.**, Bennett, G., Villegas, J., Siders, R., & Pennington-Gray, L. (November 14, 2003). Measuring the effectiveness of commercial sponsorships in intercollegiate sports. Presentation at the Inaugural Sport Marketing Association conference, Gainesville, FL.

#### Invited Speeches

1. Invited panelist (January 30, 2020). *The art of elevating the Super Bowl*. NFL Campus Connection. University of Miami, Coral Gables, FL.
2. Invited panelist (October 18, 2019). *Name, image, and likeness of the NCAA athlete*. Sport and Society Conference. Penn State University, State College, PA.
3. Invited speaker (March, 2019). *The role of corporate sponsorship in the U.S. sport*

*industry*. Herbert Business School. University of Miami, Coral Gables, FL.

4. Invited panelist (April, 2019). *The power of partnerships*. Sport Industry Conference. University of Miami, Coral Gables, FL.
5. Invited panelist (April, 2018). *Building athlete brands in the 21<sup>st</sup> century*. Global Entertainment & Sport Conference. University of Miami, Coral Gables, FL.
6. Invited panelist (April, 2017). *Finding new revenue streams in an increasingly competitive sponsorship market*. Sport Industry Conference. University of Miami, Coral Gables, FL.
7. Invited panelist (November, 2016). *Sponsorship trends and revenue generation*. Sport Marketing Association annual conference. Indianapolis, IN.
8. Invited panelist (March, 2016). *Leadership in the sport sponsorship industry*. Sport Industry Conference. University of Miami, Coral Gables, FL.
9. Invited panelist (October, 2015). *Creative partnerships = More revenue*. Sport Marketing Association annual conference. Atlanta, GA.
10. Invited speaker (June, 2015). *Show me the money! Marketing and event management for non-profit organizations*. Leadership in Community Non-Profits Seminar. University of Miami, Coral Gables, FL.
11. Invited speaker (October 31, 2013). *Theory and Application of Sport Promotion*. Sport Management Doctoral Seminar. Texas A&M University, College Station, TX.
12. Invited speaker (January 20, 2006). *Corporate sponsorship effectiveness and the marketing of intercollegiate sports*. Sport Business Forum. Texas A&M University, College Station, TX.
13. Invited panelist (February 26, 2005). *Mentoring the next generation of doctoral students*. Sport Business Forum. Texas A&M University, College Station, TX.

## Media Appearances

- Co-Host of the “Mindin’ Our Business” podcast on Five Reasons Sports Network with Jason Jackson, Fox Sports Miami Heat TV Host and Sirius XM NBA Radio Host. <https://www.fivereasonssports.com/>  
<https://fivereasons.podbean.com/e/mindin-our-business-episode-1/>  
<https://fivereasons.podbean.com/e/spotlight-mindin-your-business-episode-2/>  
<https://www.youtube.com/watch?v=55ja5AvxtZY>  
<https://www.youtube.com/watch?v=i-AoSv39Jg0>  
<https://www.youtube.com/watch?v=DOHM7opU9R0>  
<https://www.youtube.com/watch?v=oo7lzYkSiHg>
- ESPN Upstate, Outside the Lines with Marc Ryan (April 28, 2020)  
<https://espnupstate.radio.com/media/audio-channel/offsides-4-28-20-hour-2>
- Variety Magazine, UFC’s Dana White eyes Las Vegas fights as Endeavor unit navigates coronavirus shutdown (April 14, 2020)  
<https://variety.com/2020/tv/news/ufcs-dana-white-las-vegas-1234580701/>
- ESPN Upstate, Outside the Lines with Marc Ryan (April 2, 2020)  
<https://espnupstate.radio.com/media/audio-channel/offsides-4-2-20-hour-4>
- Variety Magazine, Kobe Bryant was a TV star with a complex media legacy (January 27, 2020)  
<https://variety.com/2020/tv/news/kobe-bryant-media-1203483007/>
- Associated Press, Amid rift with China, will the NBA be forced to apologize? (October 9, 2019)  
<https://apnews.com/1b1f4e1c199345e9be211242af5e7866>
- Syracuse.com, Why is Syracuse avoiding the word Carrier? Experts say there’s a rhyme, reason (October 3, 2019)  
<https://www.syracuse.com/orangebasketball/2019/10/why-is-syracuse-avoiding-t-he-word-carrier-experts-say-theres-a-rhyme-reason.html>



- Marketplace, Nike's new ad celebrates the Women's World Cup. Don't tell Adidas. (June 3, 2019).  
<https://www.marketplace.org/2019/06/03/nike-new-commercial-womens-world-cup-soccer/>
- UF Sports Media, Taking her talents to South Beach: Checking in on Dr. Windy Dees (April 4, 2019).  
<https://medium.com/ufsportsmedia/taking-her-talents-to-south-beach-checking-in-with-dr-windy-dees-918c515ab5d4>
- Variety Magazine, NFL ratings are still slipping, but not as much as they used to (October 3, 2018).  
<https://variety.com/2018/tv/news/nfl-games-viewership-1202966033/>
- Dallas Morning News, Athletic limbo: University of Houston pouring cash into sports, but will its 'Power 5' push pay off? (May 17, 2018).  
<https://sportsday.dallasnews.com/college-sports/collegesports/2018/05/17/athletic-limbo-university-houston-pouring-cash-sports-will-power-five-push-pay>
- Variety Magazine, Can a new president and streaming service help ESPN win again? (March 27, 2018).  
<https://variety.com/2018/tv/features/espn-trouble-jimmy-pitaro-streaming-service-ratings-disney-1202736283/>
- Variety Magazine, FOX will be lean after Disney deal, but will it be mean? (December 14, 2017).  
<https://variety.com/2017/tv/news/disney-deal-whats-left-at-fox-1202636629/>
- Dallas Morning News, Championship or bust: The real risk of Jimbo Fisher's massive contract with Texas A&M (December 9, 2017).  
<https://sportsday.dallasnews.com/college-sports/texasamaggies/2017/12/09/championship-bust-real-risk-jimbo-fishers-massive-contract-texas-am-university>
- Associated Press, After Irma, Florida classes begin resuming (September 18, 2017). <https://apnews.com/987d8774f08f455aacc899ac7834dcad>

- Variety Magazine, Jemele Hill controversy magnifies troubles at ESPN (September 13, 2017).  
<https://variety.com/2017/tv/news/jemele-hill-white-supremacist-trump-espn-1202557572/>
- Variety Magazine, Cavaliers-Warriors rivalry, playoff surge may not be enough to lift NBA Finals ratings to 2016 heights (June 1, 2017).  
<http://variety.com/2017/tv/news/nfl-ad-changes-ratings-1202433882/>
- Variety Magazine, Will NFL ad changes reverse falling ratings? (May 18, 2017).  
<http://variety.com/2017/tv/news/nfl-ad-changes-ratings-1202433882/>
- CBS Miami, Report: Group led by Jeb Bush, Derek Jeter, wins bid to purchase Marlins (April 25, 2017).  
<http://miami.cbslocal.com/2017/04/25/report-group-led-by-jeb-bush-derek-jeter-wins-bid-to-purchase-marlins/>
- Tao of Sports Podcast, Episode 771: Windy Dees Sportsbiz Professor, Miami (April 24, 2017).  
<http://sportstao.com/ep-771-windy-dees-sports-biz-professor-miami/>
- Bleacher Report, Mike Freeman's 10-point Stance: Roger Goodell's comeback tour (March 29, 2017).  
<http://bleacherreport.com/articles/2700081-mike-freemans-10-point-stance-roger-goodells-comeback-tour>
- 1320 WILS East Lansing, Radio Interview on the launch of Nike Jumpman apparel deal with University of Michigan (August 1, 2016).
- 1320 WILS East Lansing, Radio Interview on the UCLA/Under Armour historic apparel deal (June 1, 2016).
- Forbes SportsMoney, As Under Armour Expands West With UCLA Partnership, Analysts Question Motives of Record Deal (May 25, 2016).  
<http://www.forbes.com/sites/matrybaltowski/2016/05/25/as-under-armour-expand>



## Awards & Honors

- Sutton Award Nominee, Sport Marketing Association (2018)
- Best paper nominee, Sport Marketing Association (2015)
- Highlighted by the Hurricane Newspaper as one of the Top 10 Professors at UM (Spring 2012)
- NASCAR Kinetics: Marketing in Motion Student Case Study Competition Winners, Faculty Advisor (Spring 2011)
- Selected for 2008 Who's Who Among Executives and Professionals, Honors Edition
- Sport Marketing Association. Graduate Research Competition Winner (Fall 2006)
- Sport Marketing Association. Graduate Research Competition Winner (Fall 2005)
- Graduate Student Organization. President, Texas A&M University, College Station, TX (2006-2007)
- Gator Chapter of the Sport Marketing Association. President, University of Florida, Gainesville, FL (2004-2005)
- Kappa Delta Pi. International Honor Society, Texas A&M University, College Station, TX (2005-2007)
- 2005 CEHD Graduate Scholarship. Texas A&M University, College Station, TX (2005-2007)
- All-American. Women's Tennis, Rollins College, Winter Park, FL

## TEACHING

### Thesis Committees

#### Committee Member

Colin Gay, University of North Carolina, Chapel Hill, Department of Exercise and Sport Science. Thesis: *Predicting brand awareness of corporate sponsor activation in intercollegiate athletics*

#### Committee Member

Jordan Alexander Blazo, Georgia Southern University, Department of Kinesiology. Thesis: *A qualitative investigation of the lived experience of sibling sport achievement*

Graduate Courses Taught

KIN 603 UOnline Principles of Sport Marketing (University of Miami)  
KIN 605 UOnline Sport Sponsorship (University of Miami)  
KIN 699 Practicum: Graduate Research Project (University of Miami)  
KIN 603 Principles of Sport Marketing (University of Miami)  
KIN 605 Sport Sponsorship (University of Miami)  
KIN 563 Facilities and Event Management (University of Miami)  
SMGT 7337 Sport Marketing (Georgia Southern University)  
SMGT 7335 Sport Law and Risk Management (Georgia Southern University)  
SMGT 6330 Social and Ethical Issues in Sport and Leisure (Georgia Southern University)

Undergraduate Courses Taught

KIN 405 Sport Sponsorship (University of Miami)  
KIN 302 Sport Marketing (University of Miami)  
KIN 206 Sport Facility and Event Management (University of Miami)  
SMGT 4338 Sport Policy Development (Georgia Southern University)  
SMGT 4337 Legal Aspects of Sport (Georgia Southern University)  
SMGT 3330 Sport Marketing and Promotion (Georgia Southern University)  
SMGT 3230 Economics of Sport (Georgia Southern University)  
SMGT 2230 Social Issues of Sport (Georgia Southern University)  
FYE 1220 First Year Experience (Georgia Southern University)  
KINE 489 International Sport Business (On-line, Texas A&M University)  
KINE 423 Marketing Aspects of Sport - (Teaching Internship, Texas A&M)  
PET 3121 History of Exercise and Sport Sciences (University of Florida)  
PEL 1121 Golf I (University of Florida)

Guest Lectures

EPS 609 (Graduate) - Management of Community Organizations, University of Miami, Coral Gables, FL (Summer, 2015)

SPM 2000 (Undergraduate) - *Introduction to Sport Marketing* (online), University of Florida, Gainesville, FL (Fall 2008)

SPM 2000 (Undergraduate) - *The Marketing Mix* (online), University of Florida, Gainesville, FL (Fall 2008)

SPM 2000 (Undergraduate) - *Creating a Marketing Plan* (online), University of Florida, Gainesville, FL (Fall 2008)

SPM 2000 (Undergraduate) - *International Sport Business* (online), University of Florida, Gainesville, FL (Fall 2008)

KINS 3230 Motor Control (Undergraduate) - *Sociological Aspects of Elite Sport Performance*. Georgia Southern University, Statesboro, GA (Spring 2008).

KINE 217 Foundations of Sport Management (Undergraduate) - *Sponsorship and Licensing*. Texas A&M University, College Station, TX (Spring 2005)

KINE 423 Marketing Aspects of Sport (Undergraduate) - *Marketing Communications*. Texas A&M University, College Station, TX (Spring 2006)

KINE 615 Sport Marketing (Graduate) - *Sponsorship and Promotions*. Texas A&M University, College Station, TX (Fall 2005)

KINE 615 Sport Marketing (Graduate) - *Sport Sponsorship*. Texas A&M University, College Station, TX (Fall 2006)

## SERVICE

### UNIVERSITY OF MIAMI

#### School of Education and Human Development (SEHD)

- SEHD Graduate Student Applicant Journey Committee (2020)
- SEHD Bylaws Committee Member (2013)
- Member of Graduate Faculty
- School Council Member (2012-2015)
- Name Change Committee Member, School of Education (Fall 2011)

- Participated in Commencement (Spring 2019)
- Participated in Commencement (Fall 2018)
- Participated in Commencement (Spring 2018)
- Participated in Commencement (Fall 2017)
- Participated in Commencement (Spring 2017)
- Participated in Commencement (Fall 2016)
- Participated in Commencement (Spring 2016)
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- Participated in Commencement (Fall 2012)
- Participated in Commencement (Spring 2012)
- Participated in Commencement (Fall 2011)
- Participated in Commencement (Spring 2011)
- Participated in Commencement (Fall 2010)
- Participated in SOE United Way campaign (Fall 2011)
- Participated in SOE United Way campaign (Fall 2010)
- Open House Panelist for the Department of Kinesiology & Sport Sciences (Spring 2011)
- Open House Panelist for the Department of Kinesiology & Sport Sciences (Spring 2010)

#### Department of Kinesiology and Sport Sciences (KIN)

- Graduate Program Director, Sport Administration and UOnline (2017-present)
- Conference Committee for the Global Sport Business Association annual conference (2019)
- Conference Committee for the Global Sport Business Association annual conference (2018)
- Conference Committee for the Global Sport Business Association annual conference (2017)
- Conference Committee for the Global Sport Business Association annual conference (2016)

- Conference Committee for the Global Sport Business Association annual conference (2015)
- Conference Director for the Global Sport Business Association annual conference (2014)
- Conference Committee for the Global Sport Business Association inaugural conference (2013)
- Co-Faculty Advisor of SPORT, Sport Administration graduate student organization (2010-present)
- Co-Faculty Advisor for the NASCAR Kinetics Marketing in Motion undergraduate program (2010-2012)
- Tournament Director for the Coach L Charity Golf Classic to benefit CvC
- Tournament Director for the 8<sup>th</sup> Annual SPORT Charity Golf Classic
- Tournament Director for the 7<sup>th</sup> Annual SPORT Charity Golf Classic
- Tournament Director for the 6<sup>th</sup> Annual SPORT Charity Golf Classic
- Search Committee Member for KIN Administrative Assistant for Max Orovitz

## GEORGIA SOUTHERN UNIVERSITY

### University

- FYE faculty member (Fall 2009)
- Faculty Senate member (2009)
- Undergraduate Council member (2009)
- Academic Standards Committee member (2009)
- Reviewer for Scholarship of Teaching and Learning (SOTL) conference (August 2009)
- Co-President/Supervisor of Grand Slam Marketing student organization (2008-present)
- Conversations with Professors participant (August 2009)
- Operation Move-In volunteer (August 2008)
- Honors Day participant (April 2009)
- A Day for Southern participant (Fall 2007-Fall 2009)
- A Day for Southern department representative, HTFCS (Fall 2009)



College

- Thesis Committee member, Jordan Blazo (2009-2010)
- Prospective Student Scholarship Weekend volunteer (March 2008)
- CHHS Open House volunteer (November 2007)
- Commencement reader (May 2009)
- Commencement reader (December 2009)
- Assisted in development of online graduate Sport Management program

Department

- HTFCS Open House volunteer (February 2010)
- HTFCS Open House volunteer (January 2009)
- Library Acquisition Resource Committee (2008-2009)
- Graduate School Fair volunteer (November 2007)
- Sport Management Conference organizer (February 2008)
- Sport Management Conference organizer (February 2009)
- Sport Management Conference director (February 2010)