

James F. Weiner

EDUCATION

- Ph.D.** Educational Leadership & Organizational Development July 2018
Concentration in Sport Administration
University of Louisville, Louisville KY
- M.Ed.** Sport Leadership May 2015
Virginia Commonwealth University, Richmond VA
- B.S.** Kinesiology – Sport and Recreation Management December 2011
Minor: Business
James Madison University, Harrisonburg VA

CURRENT ACADEMIC APPOINTMENT

- Old Dominion University, Norfolk VA** August 1st - Present
Sport Management Program
Lecturer
- Full-time lecturer for the Sport Management program
 - Assisting with a comprehensive marketing plan for the growth and development of graduate programs throughout the HMS department.
 - Assisting with website improvement and digital materials for all programs

TEACHING EXPERIENCE

- Old Dominion University, Norfolk VA** August 1st – Present
Sport Management Program
Lecturer
- Teaching a 3/3 course load with a release for a special project assigned by the department chair.
 - Informal advisor for sport career development with a focus (though not a requirement) towards students who have inquired about careers in sales or collegiate administration

Courses Taught

- SMGT 414- Sport Marketing
- SMGT 331- Fiscal Planning and Management in Sport and Rec
- SMGT 368- Internship
- SMGT 795- Special Topics- Sport Entrepreneurship

- University of Louisville, Louisville KY** August 2015 – August 2017
Sport Administration Program

Adjunct Faculty and University Fellow

- Adjunct lecturer for undergraduate-level Financial Principles of Sport (three consecutive sections taught; 40 students per section)
- Oversaw and assisted doctoral student teaching additional sections of Financial Principles of Sport
- One of 20 recipients university-wide for the SIGS Research Fellowship: an award which provides funding for full tuition costs and monthly stipends.

Courses Taught:

- SPAD 404 Financial Principles of Sport (Spring 17, Fall 16, Spring 16)
 - Approximately 40 students per class
 - Developed SPAD 404 resource guide intended to be used as a foundational teaching tool for future instructors
 - Student evaluation showed overall score of 4.2 out of 5, with “Instructor teaching” scoring 4.31, “Instructor’s Presentations” scoring 4.33, and “How much did you learn” scoring 4.25
 - Average Department Score = 4.02
 - Last evaluation included 33 out of 34 students rated “Instructor teaching was...” as either “above average” or “excellent”

Invited Lectures:

University of Louisville, Louisville KY

- SPAD 530 Sport Promotion and Sales- Graduate and Undergraduate (Spring 2017)
Lecture Topic: Relationship and benefit selling in sport
- SPAD 530 Sport Promotion and Sales (Fall 2016)
Lecture Topic: Sponsorship and business-to-business sales
- SPAD 383 Sport Marketing (Spring 2016)
Lecture Topic: Marketing different ticketing campaigns
- SPAD 382 Organizational Behavior in Sport (Spring 2016)
Lecture Topic: Managing Change- Private sport firms within a nonprofit university setting
- SPAD 390 Sport Governance (Spring 2016)
Lecture Topic: Leadership hierarchies in sport
- SPAD 383 Sport Marketing (Fall 2015)
Lecture Topic: Consumer behavior in sport

- SPAD 530 Sport Promotion and Sales (Fall 2015)
Lecture Topic: Ticket sales in the intercollegiate athletics landscape

Texas A&M, Corpus Christi, Corpus Christi, TX

- KINE 2413 Sport Marketing and Promotions (Spring, 2017)
Lecture Topic: Ticket sales, fundraising, and sponsorship sales

Duke University, Durham NC

- MMS 490 Business of Sports (Fall 2014, Fall 2013)
Lecture Topic: Intercollegiate athletics revenues: Ticket sales, sponsorship, development and fundraising

James Madison University

- SRM 241 Introduction to Sport and Recreation Management (Spring 2014)
Lecture Topic: Different career options in sport with interview and resume tips

Elon University

- SEM 212 Contemporary Sport Management (Fall 2014, Fall 2013)
Lecture Topic: Different career options in sport and best practices for graduating seniors to acquire entry-level jobs in the sport industry

PROFESSIONAL WORK EXPERIENCE

IMG Learfield Ticket Solutions, Durham NC

July 2013 – July 2015

General Manager – Duke University Athletics

- Advised Duke Administration on sales, marketing, and fundraising strategies aimed at increasing revenue and attendance
- Hired, trained and managed a team of four full-time Account Executives responsible for Duke Football, Men's Lacrosse, Baseball, Women's Basketball, and Women's Lacrosse season, group and partial plan sales
- Compiled financial planning, projections, reporting, and analytics for multiple Duke Athletics sports
- Managed Duke's inside sales efforts for the 2013 Chick Fil A Bowl as well as the 2013 ACC Football Championship
- Achieved a 210% increase in gross new season ticket revenue and 63% increase in total average attendance for Duke Football from 2013 to 2015
- Totaled a 23% increase in average women's basketball attendance

IMG Learfield Ticket Solutions, Durham NC

May 2013 – July 2013

Senior Account Executive – Duke University Athletics

- Sold season and group tickets with a strong focus on corporate ticket packages and event-based group sales

- Assisted in training of new Account Executives

IMG Learfield Ticket Solutions, Durham NC

February 2012 – May 2013

Account Executive – Duke University Athletics

- Sold season tickets, partial plans and group/corporate packages for Duke Football and Women’s Basketball
- Set Duke IMGL records in both annual corporate /group sales, and total new revenue for 2012

Blue Devil IMG Sport Marketing, Durham NC

August 2011 – February 2012

Staff Assistant

- Fulfilled and activated partner contracts, promotions, and compiled proof-of-performance
- Assisted with prospecting and sales of potential partners

Mac McDonald Media, Charlottesville VA

September 2010 – August 2011

Sales Representative

- Involved in prospecting, sales, and sponsor relations for “Inbounds with Mac McDonald”, a sports-talk radio show broadcast throughout Virginia

SCHOLARLY RESEARCH

Peer-Reviewed Publications:

Shreffler, M., Schmidt, S., & **Weiner, J. F.**, (In press). The importance of sales training in career preparation: An examination of sales curricula in sport management education. *Sport Management Education Journal*

Weiner, J. F., & Dwyer, B. (2017). Motivational and behavioral differences in traditional and daily fantasy sport participants. *Sport Marketing Quarterly*, 26(3), p. 140-152.

Dwyer, B., & **Weiner, J. F.**, (2017). Daily grind: A comparison of causality orientations, emotions, and fantasy sport participation. *Journal of Gambling Studies*, https://link.springer.com/article/10.1007/s10899-017-9684-4?wt_mc=Internal.Event.1.SEM.ArticleAuthorOnlineFirst. (**Five-year impact factor = 2.442**)

Works in Progress:

Weiner, J. F., Williams, S., & Shreffler, M., (2nd Review) Show me the money! Financial implications of ticket revenue generation options. Submitted to *Case Studies in Sport Management*

Popp, N., Jensen, J., **Weiner, J. F.** & McEvoy, C. Comparing the outsourcing of ticket sales functions and its effect on revenue generation. To be submitted to *Journal of Sport Management* in the spring of 2018

Weiner, J. F., Dwyer, B., LeCrom, C., & Greenwell, T. C., Examining differences between early and late buyers in division I college football. To be submitted to *Journal of Applied Sport Management* in the summer of 2018

Weiner, J. F., Greenwell, T. C., & Shreffler, M. Secret agents in college athletics: An agency theory examination of third-party ticketing partnerships. To be submitted to *Journal of Issues in Intercollegiate Athletics* in the summer of 2018

Book Chapter Contributions:

Weiner, J. F., Popp, N. (In press). Big Citi business: Sales management options for The Citi Open. In *Advanced Theory and Practice in Sport Marketing*. London, England: Routledge

Scholarly Presentations:

Weiner, J. F., Dwyer, B., LeCrom, C., & Greenwell, T. C., Examining differences between early and late buyers in division I college football. Presented at the annual Sport Marketing Association conference in Boston, MA.

Weiner, J. F., Greenwell, T. C., & Shreffler, M., (2017, June). Secret agents in college athletics: An agency theory examination of third-party-ticketing partnerships. Presented at the annual North American Society for Sport Management conference in Denver, CO.

Weiner, J.F., Williams, S., (2016, October). Show me the money! Financial implications of ticket revenue generation options. Presented in the Sport Marketing Association Teaching Symposium in Indianapolis, IN.

Weiner, J.F., Dwyer, B., (2016, October). Motivational and behavioral differences in daily and traditional fantasy sport participation. Presented at the annual Sport Marketing Association conference in Indianapolis, IN.

Weiner, J. F. (2016, April). Examining differences between early and late buyers in division I college football. Presented at the annual Spring Research Conference in Lexington, KY.

Weiner, J. F. (2015, October). It's not gambling, I swear! Daily fantasy doubles down marketing efforts: An Ignite presentation. Presented at the annual Sport Marketing Association Conference. Atlanta, GA.

FUNDING AND GRANT ACTIVITY

Weiner, J. F. University Fellowship awarded by the Louisville School of Interdisciplinary and Graduate Studies in the amount of **\$61,132.00** covering full tuition and monthly stipend

Weiner, J. F. Travel to Atlanta, GA for the 2015 Sport Marketing Association (SMA) Conference. Funded by the Graduate Student Council, University of Louisville in the amount of **\$350.00**

SERVICE

Hiring Committee (DIT) **September 2017**
Provided feedback for hire of Director of Innovative Technology
ODU – Human Movement Sciences

NASSM Conference Committee **May 2017**
Student Representative
North American Society for Sport Management

Peer Reviewer **March 2016**
Peer reviewer for textbook titled “SELLING IN THE SPORT INDUSTRY”
Kendall Hunt Publishing Company

Graduate Student Application and Interview Committee **February 2016**
Doctoral Student Member
University of Louisville

Grawemeyer Awards Program **December 2015**
Event Volunteer
University of Louisville

Sport Administration Association **2015 -Present**
Committee Member
University of Louisville

Student-Athlete Advisory Committee **2009-2011**
Committee Member
James Madison University

MEMBERSHIPS AND ASSOCIATIONS

North American Society for Sport Management (NASSM): Member since 2014

Sport Marketing Association (SMA): Member since 2015