

GREGORY "GREGG" ANDREW RICH

Curriculum Vitae

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Sport Management & Policy Program
Department of Kinesiology
University of Georgia
367 Ramsey Center
Athens, GA 30602

EDUCATION AND WORK EXPERIENCE

Education

University of Georgia Athens, GA
Ph.D. – Kinesiology (Sport Management & Policy) May 2017
Cumulative GPA: 3.89/4.0

Dissertation Committee

Billy J. Hawkins, PhD (Major Professor) Jori N. Hall, PhD
Becca Leopkey, PhD John Hulland, PhD

Ohio University Athens, OH
M.B.A. (focus in Sport Management) June 2004
M.S.A.
Cumulative GPA: 3.56/4.0

James Madison University Harrisonburg, VA
B.S. – Kinesiology May 2002
Minor – Business
Cumulative GPA: 3.53/4.0 (*cum laude*)

Related Experience in Sport and Recreation

Training Assistant Manager **Basketball Operations Intern**
LA Fitness; Dunwoody, GA: Winter – 2009 Boston Celtics; Waltham, MA: Summer – 2003

Sales Lead **Football – Game Operations Staff**
Nike; Atlanta, GA: 2008 – 2009 Ohio University; Athens, OH: 2002 – 2003

Sponsorship Consulting Associate **Ops & Equipment Maintenance GA**
Velocity Sports & Ent.; Atlanta, GA: 2005 – 2008 Ping Recreation Center; Athens, OH: 2002 – 2003

Office of Graduate Studies, GA **League Statistician**
Ohio University; Athens, OH: 2003 – 2004 VBL; Harrisonburg, VA: Summer – 2001

Liaison to the Referee Commissioner **Night Manager – LeClub Rec Center**
FIFA/Women's World Cup; Columbus, OH: 2003 GERM; McGaheysville, VA: 2000 – 2002

RESEARCH

My research interests align with my prior work experience as a sponsorship consultant. There are two lines of research in which I am currently pursuing. My first line of research focuses on consumer-focused, event sponsorships. My second line of research focuses on athlete endorsement. I desire to conduct studies that aid in bridging the gap between sport management scholars and practitioners.

PUBLICATIONS

Dissertation

Rich, G. (2017). Hometown Sponsorships: A Sustainable Competitive Advantage for Building Brand Ambassadors.

Published

Cobbs, J., Groza, M. D., and Rich, G. (2015). Brand spillover effects within a sponsor portfolio: The interaction of image congruence and portfolio size. *Marketing Management Journal*, 25(2), 107-122.

Accepted

Rich, G., Hall, J. N., & Hawkins, B. J. (2018). Conceptual distinctions in general and local sponsorship objectives: A qualitative inquiry. In J. J. Zhang & B. G. Pitts, B. G. (Eds.), *Contemporary issues in global sport business: Management, marketing, and cultural perspectives* (pp. ? - ?). London, UK: Routledge.

Working Papers

Rich, G., Hulland, J, and Hawkins, B. J. (expected, 2018). When in Atlanta, Drink Coke: The Interaction of City Identification and Sponsor Identification. (Quantitative Study).

Rich, G., and Hulland, J. (expected, 2018). Do consumers prefer local sponsors? (Mixed-Method Study).

Rich, G., Hall, J. N., and Hawkins, B. J. (expected, 2019). Agency influence? Examining triadic relationships within sponsorship management. (Qualitative Study).

PRESENTATIONS

Oral Presentation

Rich, G., and Hawkins, B. J. (2015, October). *Do millennial endorser preferences still match-up when considering race and gender?* Presented at 2015 Sport Marketing Association XIII Conference, Atlanta, GA.

Visual (Poster) Presentations

Rich, G., and Hawkins, B. J. (2014, October). *Fan and consumer: A sponsor brand consumption model for consumer-focused sport sponsorship.* Poster presented at 2014 Sport Marketing Association XII Conference, Philadelphia, PA.

Rich, G., Hawkins, B. J., and Byon K. K. (2014, May). *An interdisciplinary conceptualization of hierarchical leisure constraint theory, constraint negotiation, and endorsement.* Poster presented at 2014 NASSM Conference, Pittsburgh, PA.

Rich, G. (2014, March). *Buying In: Examining how sponsorship influences consumption heuristics in highly-identified fans*. Poster presented at 2014 Global Education Forum, Athens, GA.

Rich, G., Byon K. K., and Baker, T. A. (2013, October). *Sleeping bag sponsorship model: Warming up to corporate sponsors*. Poster presented at Sport Marketing Association XI Conference, Albuquerque, NM.

Rich, G. (2013, April). *Effects of constraint negotiation upon endorsed product purchases*. Poster presented at 2013 COE Graduate Student Research Conference, Athens, GA.

Rich, G. (2013, February). *Affective intensity effects on image congruence within sponsorship*. Poster presented at Global Education Forum 2013, Athens, GA.

TEACHING

This section shares my teaching philosophy. Then, my overall instructor ratings are provided, which includes a sampling of students' course evaluation comments.

Teaching Philosophy

While I desire for my students to achieve high marks in the courses I teach, I focus more on preparing them for career success. This long-term perspective influences my teaching philosophy, which is founded on:

1. Fostering an environment that is focused on exhibiting proactive, professional accountability
2. Developing critical thinking skills through use of intense, practical application projects

A full description of my teaching philosophy is provided in my online portfolio.

General Content Delivery: Scaffolding, from Theory into Practice

A believer in the scaffolding teaching method—the construction of skill-development through increasingly difficult, yet related, activities—and with a decade of various work experiences outside of academia, I focus on presenting material in ways that help students understand its possible applications within their desired careers. New material is first taught conceptually, incorporating practical applications as students become more cogent in theory; ultimately striving to finish the teaching of material through practitioner-based simulations/assignments. When applicable, a successful professional from a field that depends on such material will serve as a guest lecturer, and supplement the material that I have already taught my students; sharing their industry experiences.

Ultimately, concepts and related material are taught to increase student knowledge, with application serving to develop an understanding of how that knowledge can best be applied in a sport industry setting. As stated before, preparing students for a successful career in the sport industry is of paramount importance to me.

Course Evaluations

University of Georgia				Athens, GA
Course	Course Title	Semester	Enrollment	Instructor Rating
KINS 7290	Sport Sponsorship	Spring 2018	TBD	TBD
KINS 7280	Sport Marketing	Fall 2017 Spring 2018 Averages	18 TBD 18	4.2/5.0 TBD 4.2/5.0
KINS 7220	Sport and Society	Fall 2017	29	3.2/5.0
KINS 5450L	Sport Management Internship	Fall 2013 Spring 2013 Averages	4 6 5	4.2/5.0* 4.2/5.0* 4.2/5.0*
KINS 5450L	Sport Event Management	Spring 2016 Fall 2016 Spring 2017 Spring 2018 Averages	55 74 59 TBD 55	3.7/5.0 3.3/5.0 4.5/5.0 TBD 4.5/5.0*
KINS 4820	Social Aspects Sport	Fall 2015	32	3.7/5.0
KINS 4350	Sport Finance	Fall 2013 Spring 2014 Averages	40 37 39	4.0/5.0* 4.2/5.0* 4.1/5.0*
KINS 3830	Meas. & Evaluation	Fall 2017	54	4.1/5.0*
KINS 3430	Intro to Sport Management	Fall 2017 Spring 2018 Averages	58 TBD 58	4.1/5.0 TBD 4.1/5.0*
KINS 3303L	Sport Management Practicum	Fall 2013 Spring 2014 Averages	30 38 34	4.2/5.0 4.5/5.0 4.4/5.0
PEDB 1950	FFL Walking	Summer 2015	19	4.6/5.0
PEDB 1930	FFL Jogging	Fall 2012	19	4.6/5.0*
PEDB 1910	FFL Indoor Cycling	Fall 2016	29	4.2/5.0
PEDB 1400	Intro to Weight Training	Spring 2013 Spring 2013 Summer 2013 Summer 2013 Summer 2014 Spring 2015 Summer 2016 Summer 2016 Averages	35 34 18 17 12 36 29 22 25	4.7/5.0 4.8/5.0* 4.7/5.0* 4.9/5.0* 4.8/5.0* 4.7/5.0* 4.6/5.0* 4.6/5.0* 4.7/5.0
PEDB 1380	Beginning Volleyball	Spring 2013 Spring 2013 Averages	36 35 36	4.7/5.0 4.5/5.0* 4.6/5.0
PEDB 1350	Beginning Tennis	Fall 2012	34	3.8/5.0*
PEDB 1280	Ultimate	Fall 2014 Fall 2014 Spring 2015 Fall 2015 Averages	28 17 29 12 25	4.5/5.0* 4.8/5.0 4.4/5.0* 4.8/5.0* 4.6/5.0
PEDB 1270	Soccer	Fall 2016 Spring 2015 Averages	25 26 26	3.6/5.0* 4.6/5.0* 4.6/5.0*

PEDB 1240	Intermediate Racquetball	Fall 2015	21	4.4/5.0
		Spring 2016	19	4.5/5.0*
		Spring 2016	22	4.8/5.0*
		Fall 2016	14	4.4/5.0
		Spring 2017	24	4.5/5.0
		Averages	20	4.5/5.0
PEDB 1230	Beginning Racquetball	Fall 2014	24	4.1/5.0*
		Fall 2014	23	4.7/5.0
		Fall 2014	22	4.7/5.0*
		Spring 2015	24	4.7/5.0*
		Fall 2015	23	4.3/5.0
		Spring 2017	24	4.3/5.0
Averages	23	4.5/5.0		
PEDB 1150	Self Defense	Fall 2012	30	4.8/5.0*
PEDB 1080	Beginning Bowling	Spring 2015	45	4.7/5.0*
		Spring 2015	47	4.3/5.0
		Averages	48	4.5/5.0
PEDB 1040	Beginning Basketball	Spring 2013	38	4.8/5.0*
		Fall 2012	34	4.6/5.0*
		Fall 2012	25	4.6/5.0*
		Fall 2014	27	4.6/5.0*
		Summer 2015	23	4.7/5.0*
		Spring 2016	36	4.6/5.0*
Averages	32	4.6/5.0*		

*Denotes a 100 percent student response rate

Sampling of Student Comments

"I like Dr. Rich's approach to teaching [Intro to Sport Management]. Each day of the week we had class had a different purpose. One was for lecture, the other for a guest speaker or working on our projects, and the other was for informed class discussion. I enjoyed that a lot. Everyday being different helped keep me engaged"

"My professor exceeded expectations when it came to instructing material. He came every single day to class [Intro to Sport Management] with a passion to teach the material and he also made it very interactive. Not only did he know his content, but he went outside of the textbook and power points. He also provided constant answers to questions I had, as well as tips and advice for professionalism and opportunities. He was constantly available outside of the class. This professor was one my favorites not because of who he is, but how he prepared me in this major as well as outside of school"

"The instruction of the class [Intro to Sport Management] was very well organized and it was evident that the instructor was very knowledgeable of the material, as well as dedicated to making sure the material was taught in different ways (ex. lectures, class discussions) to provide students with new ways to retain the information"

"Gregg puts in a lot of effort in all of his classes [Sport and Society]. He wants students to engage and understand the content provided. He is understanding and will work with you if you reach out."

"The instruction of this class [Sport Marketing] was well thought out. Gregg puts effort into his lectures and courses in general. This class was challenging, but fun to participate in. The group project is very beneficial and relevant to most sport based career paths"

"Dr. Rich is very professional and experienced in marketing related field [Sport Marketing], and he combined theory and practice well. It's very important for the class like marketing"

“First of all, this is quite possibly the best course [Sport Finance] I have taken at UGA. Professor Rich pushed all of us to learn about Sport Finance through two group projects that allowed us to explore the nature of the subject and prove our competence and understanding. He didn't reduce us to simply memorizing terms for a test. He gave us a reason to show up to class every day. You always knew that you were going to learn something new about a topic that you actually care about. Secondly, he has a passion for the subject, but more importantly you can tell that he cares about his students. I haven't found that many professors take an interest in their students like he has. He also has a humility and desire to improve that are very rare among teachers. He constantly asks for student feedback on the structure of the course and how he could improve it.”

“The format of this course was great. Professor Rich gives an excellent perspective as someone who has personal experience in the world of Sport Finance. Combined with mutual respect, this gives us a deference to him that facilitates an environment where we're allowed to experiment, and possibly fail, in pursuit of understanding how Sport Finance actually works in the real world. Our group projects were always graded fairly based on the efforts we put into them. We weren't graded on whether or not he agreed with our conclusion, as long as we provided the necessary evidence to make an argument for our decision. I think that kind of approach is often overlooked in other classes that seem to think there is only one right answer. I hope that whomever reads this understands that these are exactly the kinds of classes I was expecting when I came to UGA. These classes challenge me to think and improve. Unfortunately, until now I've mostly been met with very basic teachers who only lecture and test, but they do not seem very interested in who students are and what they think. This class is an extremely refreshing change of pace from that, and I'm extremely pleased that I was able to take it.”

“Great instructor! Nice balance between being professional and personable. Always willing to provide feedback, comments and extra help when asked. Always showed up on time and clearly communicated expectations. Would definitely take him again for another course.”

“Professor Rich has been my favorite college professor thus far. I have now taken two classes [Measurement and Evaluation, Sport Event Management] with him as my professor. He genuinely cares about his students and helps apply real-world application to many subjects that will help us in the future”

“The content of this class [Measurement and Evaluation] was excellent. I really enjoyed the group project and how it dealt with real world statistics”

“Overall, this class [Measurement and Evaluation] was very informative and beneficial. Concepts were easy to understand and were taught efficiently”

“My faculty sponsor [Gregg Rich] did an excellent job giving feedback to students and trying to help in any way he could. He had an immense amount of experience in the field directly related to my internship and was more than willing to pass his knowledge along.”

“This class [Sport Event Management] was very structured, which enhanced the overall learning environment. Expectations were clear and communicated well. The professor truly cares about his students. He paid attention to details in the group projects, which I appreciated very much.”

“First of all, he is very passionate and love teaching what he does. He talked that he had lots of experience on sports field. He loved talking to students and he gave feedback on everything we turned in. It was helpful.”

“This is the first sport management class [Sport Event Management] that I've taken where I actually get to apply the information we talked about in class, during a class project. The majority of other classes I've taken just involve understanding the concepts and retaining them until after graduation when we pursue our careers. I prefer this instruction style over a strictly lecture-based style.”

SERVICE

Reviewer

Marketing Intelligence and Planning Guest Reviewer

- Reviewed manuscript for journal consideration; request made on September 23, 2017

International Journal of Sports Marketing and Sponsorship Guest Reviewer

- Reviewed manuscript for special issue “Sponsorship Return on Investment” on September 8, 2016
- Reviewed manuscript for journal consideration; request made on May 30, 2016
- Reviewed manuscript for special issue “Critical Issues and Challenges in the Sport Industry of Growing Economies”; request made on August 12, 2017
- Reviewed manuscript for journal consideration; request made on January 5, 2018

Jones & Bartlett Learning Guest Reviewer

- Reviewed manuscript titled *Introduction to Sport Finance* targeting an undergraduate audience
- Request for review made on August 19, 2014

South African Journal for Research in Sport Physical Education and Recreation Guest Reviewer

- Reviewed manuscript submission for journal consideration; request made on March 31, 2014

2014 Academy of Marketing Science Annual Conference Indianapolis, IN: May 21 – 23, 2014

- Reviewed abstract for ‘If you build it they will come’ track
- Reviewed manuscript for ‘Brand leveraging via events & sponsorship’ track

Speaker

College of Education Recruitment Weekend Atlanta, GA: Jan 25, 2001

- Spoke on graduate student panel during luncheon

Georgia Southern Sport Management Conference Savannah, GA: Feb 16 – 17, 2001

- Introduced rookie speaker panel as an undergraduate

Committee Member/Representative (UGA)

Graduate Student Association – Department Representative 2013 – 2014

University Council, Committee on Intercollegiate Athletics – Member 2013 – 2014

HONORS AND ACHIEVEMENTS

2016 Louise E. Kindig Award Recipient (UGA Department of Kinesiology) 2016

Sport Marketing Association Graduate Case Study Competition Winner 2012

North Shore Honor Scholar 1998

Sawyer Medal Recipient 1997 – 1998

Northeast Conference All-Star, Soccer 1997

MEMBERSHIPS AND CERTIFICATIONS

Memberships (past and present)

North American Society for Sport Management
Sport Marketing Association
Atlanta Sports Council
National Society of Collegiate Scholars

Big Brothers Big Sisters (Big Brother)
Phi Epsilon Kappa
Golden Key Honour Society
National Honor Society

Certifications

AHA Basic Life Support (BLS) - Instructor	2013 – 2015
AHA Heartsaver CPR/AED	2012 – 2018
Miller Heiman – Strategic Selling	2012 – Pres
AORN O.R. Protocol	2011 – 2013
GACE English Content Certification	2009 – 2014
ASEP/NFHS Coaching Certification	2002 – Pres
Red Cross CPR for the Professional Rescuer	2002 – 2003
Red Cross Adult CPR/AED	2002 – 2003
Red Cross Community First Aid and Safety	2000 – 2003