

MARY BETH CHAMBERS, DOCTORAL CANDIDATE (TROY UNIVERSITY)

KEY SKILLS

ORGANIZATIONAL CAPACITY EXPERT • STRATEGY DEVELOPMENT • STRATEGIC PLANNING • TEAM MANAGEMENT • CLIENT / INDUSTRY RELATIONS • INDUSTRY COLLABORATION • ONLINE & IN-PERSON TEACHING & WORKSHOPS • ACADEMIC PROGRAM DEVELOPMENT & ADMINISTRATION • INTERNSHIP PROCUREMENT /PLACEMENT /MANAGEMENT ECONOMICS OF SPORT • SPONSORSHIP SALES & ACTIVATION • SPONSORSHIP ASSET MANAGEMENT • ACCOUNT MANAGEMENT • COMMUNICATIONS • EVENT MANAGEMENT • TICKET SALES •

PERSONAL DESCRIPTION

I am a positive person with a broad & diverse background in sport management, including nine years in higher education as a faculty member - six of which as a Program Director/Department Chair, preceded by 15 years of successful sport management executive experience in sport business, sales, marketing and management. Experience in professional and amateur sport organizations, teams and governing bodies (NBA, WNBA, LPGA, US Olympic & Paralympic Committee, ECHL Hockey, NASCAR).

I have very strong strategy, collaboration, interpersonal and written communication skills; strong organizational development skills; excellent program management skills. Very strong attention to detail, with an ability to establish and maintain effective, efficient processes and procedures to improve functions and relationships between partners. Skilled in sponsor/client/partner relations, sponsorship sales, production of brand collateral, business research, strategic planning and event management. Able to strategically ideate, develop and manage successful programs and partnerships.

EDUCATION

Troy University, Troy AL

Doctor of Philosophy, Sport Management

Oral and Written Comprehensive Exams Passed, Dissertation Proposal Defense Passed

Anticipated graduation: Spring/Summer 2021

Faculty Advisers: Packianathan Chelladurai, Ph.D., L.L.D., FNAK,
Dr. Win Koo

Related Coursework: Seminar in Organizational Behavior & Leadership
Specialized Study: Organizational Capacity
Strategic Communications & Emerging Media
Executive Leadership in Non-Profit Organizations
Training & Development

Dissertation Research:

I am acutely curious about peak performance in the business functions of non-profit, national sport governing bodies (United States Olympic & Paralympic Committee and its member organizations). I have developed an organizational capacity model specific to domestic non-profit national sport governing bodies for use as a framework to assess environmental forces, internal and external resources, company activities, internal and external communication, processes, systems, values and other elements of an organization. I will research and develop facets of this model for many years to come and hope to help Olympic organizations effectively set and achieve goals and improve all facets of company performance.

Bowling Green State University, Bowling Green, OH

Master of Education in Sport Administration, December 1994

Graduate Assistantship Obtained Faculty Adviser: Jacquelyn Cuneen, Ph.D.

Master's Thesis Published as a two-part series in Sport Marketing Quarterly (see below)

University of Kentucky, Lexington, KY

Bachelor of Arts in Communications, May 1991

ONLINE LEARNING MANAGEMENT SYSTEMS & CERTIFICATIONS

Blackboard – Blackboard Academy Certified Practitioner – Designing for Digital Teaching & Learning - December 2020

Canvas – Use of Canvas for three years at Belmont Abbey College - 2015-2018

Schoology – Use of Schoology for one year at Belmont Abbey College - 2014

HIGHER EDUCATION EXPERIENCE

PFEIFFER UNIVERSITY

Sport Management Department Chair

- Manage and administer all elements of Sport Management curriculum
- Recruit and develop faculty members
- Oversee program assessment
- Internship Supervision

Misenheimer, NC

Aug. 2019 – Present

Assistant Professor of Sport Management

Aug. 2019 – Present

Courses taught:

Senior Capstone	
Principles of Sport Management	Sport Marketing
Event & Tournament Management	Global Perspectives in Sport
Sociology of Sport	Sport Analytics

BELMONT ABBEY COLLEGE

Motorsport Management Program Director

Belmont, NC

Sept. 2014 – July 2018

Managed and administered all elements of Motorsport Management curriculum

Recruited and developed faculty members

Oversaw and managed program assessment

Advised all Motorsport Management majors

Supervised all Motorsport Management internships

- **80% job placement rates of graduates into Motorsport industry, May '14**
- **100% job placement rate of graduates into Motorsport industry, May '15**
- **80% job placement rate of graduates into Motorsport industry, May '16**
- **92% retention rate, AY 15-16, AY 16-17**

Assistant Professor of Sport and Motorsport Management

March 2012 – May 2019

Advise all Motorsport Management majors

Courses Taught:

Introduction to Sport Management
Introduction to Motorsport Management
Organizational Theory & Leadership in Sport
Sport Business & Finance
Motorsport Administration & Governance
Motorsport Facilities & Events
Motorsport Business & Finance
Motorsport Internship

Faculty Development Committee

Committee Chair, Sept 2016 – August 2018

Member, September 2014 – May 2018

Coordinated and Moderated Technology in Education Luncheon for BAC Faculty Members

Faculty Mentor, Men's Soccer Program

Aug 2013 – May 2019

BOWLING GREEN STATE UNIVERSITY

Sport Administration Division, Instructor

Bowling Green, OH

Aug 1997 – Jan 1998

Course Taught: Sport & Event Promotion

SPORT MANAGEMENT / PRACTITIONER EXPERIENCE

RACEWORKS

President and Owner

Charlotte, NC

Aug. 2010 – Jan. 2015

Created this motorsport race team and put into place its operational / business / communications infrastructure. Competed in NASCAR's Grand-Am Continental Tire Sports Car Challenge Series (now governed by IMSA). Managed all non-competition business functions including: taxes, insurance, contracts, accounting, budgets, publicity, hospitality, branding, sponsorship sales and activation. My husband has been involved in NASCAR for the past 25 years and was responsible for building and fielding the racecar in the competitions.

CHAMBERS FAMILY ENTERPRISES

President and Owner

Charlotte, NC

August 2004 – Present

Created this family business which manages rental properties. Put into place its operational and business infrastructure. Manage all business functions including taxes, insurance, contracts, accounting, budgets.

USA CANOE/KAYAK – FORMER MEMBER OF THE UNITED STATES OLYMPIC COMMITTEE

Marketing Director

Charlotte, NC

June 2003 – July 2004

Sold and managed sponsorship sales and activation, public relations, website and intern program for this national property. Coordinated national sponsor events and promotions for 2004 USA Canoe/Kayak Olympic Team Trials. Advised and aided local organizing committees regarding ticket and sponsorship sales programs and promotion strategies for Canoe/Kayak World Championships.

EAST COAST HOCKEY LEAGUE - CHARLOTTE CHECKERS

Vice President of Ticket Sales /Marketing

Charlotte, NC

August 2002 – June 2003

Managed the ticket sales department which generated 75% of team income. Developed and executed the ticket sales department budget and sales plan. Supervised three sales executives. Developed and executed the team marketing, media and promotional plans via online, print, radio and television campaigns and in-arena promotions. Increased season ticket sales by 22% from prior year. Developed a ticket sales database and procured over 12,000 names of sport and entertainment consumers in the Charlotte metropolitan area. Coordinated effort to redesign the team website after the ownership changed in May of '02.

Director of Corporate Sales

August 2001 – August 2002

Managed the sales and activation of team partnerships. Developed business plan, sales goals, sponsorship proposals and follow up evaluation of sales efforts.

NBA, WNBA, IHL, AFL - PALACE SPORTS & ENTERTAINMENT

Account Executive – Corporate Sales

Auburn Hills, MI

Feb 1998 – Feb 2001

Properties Sold: Detroit Pistons (NBA), Detroit Shock (WNBA), Detroit Vipers (IHL), Detroit Fury (AFL), Pine Knob Music Theatre, Meadow Brook Music Festival, Palace of Auburn Hills, Detroit Metropolitan Airport Signage.

Sold and executed 2.4 million dollars in sports and entertainment sponsorships that included radio, television and print advertising, signage and promotional elements. *Team captain* for sponsorship sales effort and inventory management for the Detroit Shock (WNBA). Developed business plan, sales goals, sponsorship proposals and follow up evaluation of department sales efforts.

Generated original consumer research for marketing and strategic planning purposes. Team representative for WNBA league meetings. Generated a 10-year forecast for revenue projections for new signage inventory in the Palace of Auburn Hills and the Ice Palace, Tampa, FL. Implemented pre-game, on court marketing department promotions for the Pistons. Managed the successful execution of all promotions at Pine Knob Music Theatre and Meadow Brook Music Festival, summer of 1999. Negotiated and serviced contracts which maintained all hotel and housing needs for PS&E, on-site medical needs for PS&E, Team Hospital/Doctor/Trainer/Physical Therapist for the Detroit Fury and the staffing needs for the multi-media department.

LADIES PROFESSIONAL GOLF ASSOCIATION - JAMIE FARR KROGER CLASSIC

Marketing Manager

Toledo, OH

Jan 1995 – Feb 1998

Coordinated marketing function and sold sponsorships for this LPGA golf tourney. 40% sales increase from 1996 to 1997; 46% sales increase in 1996 from 1995. Coordinated production of all printed materials, built and maintained photo, video and logo files, coordinated the production of and maintained inventory of all tournament signage, supervised interns and volunteers assigned to marketing and media functions, *generated original research for marketing and strategic planning purposes.* Designed a database to track advertising and sponsorships, wrote and hand programmed the original JFKC website.

ATLANTA COMMITTEE FOR THE OLYMPIC GAMES

Press Operations Volunteer - Interview Room Manager, Super Sub Center

Atlanta, GA

Oct 1995 – August 1996

Managed the logistics of running successful press conferences in the Super Sub Center, which at full capacity held 800 journalists, excluding the work areas. Accommodated international media needs during press conferences (I.e. ran sound boards and lights, marshalled the media, moderated conferences, facilitated athlete transportation to and from the conferences, arranged for translation). Super Sub Center accommodated media which covered eight Olympic sports including: basketball, gymnastics, wrestling, weightlifting, judo, handball, table tennis, and fencing. Supervised interview room volunteers.

RESEARCH & CONSULTING EXPERIENCE

North American Society of Sport Management (NASSM) 2018 Poster Presentation – Halifax, Canada

Presentation: Classification of Dimensions, Processes, and Outcomes of Organizational Capacity: A Systems Theory Perspective

North American Society of Sport Management (NASSM) 2017 Teaching & Learning Fair – Denver, CO 2017

Presentation: Unique Teaching Methods in Sport Finance

EAST COAST HOCKEY LEAGUE – Dayton Bombers

Dayton, OH

Ticket Sales Consultant

January 2005 – June 2005

Evaluated ticket sales strategy and developed a new ticket program for the new ownership group which purchased the team. Implemented procedures which improved internal communication within the sales staff and between the team and the arena box office.

ART OF THE EYE

Charlotte, NC, 2004

Successfully submitted a grant to the Arts & Science Council to bring this travelling art exhibit to Charlotte. Raised \$35,000 to bring this exhibit containing art created by visually impaired artists to Charlotte for a several-week display.

LPGA TOURNAMENT SPONSORS ASSOCIATION

Round Table Presenter

October 1997

Presented the findings from a research study that I conducted among LPGA Golf tournaments which identified the methods through which licensed merchandise channels of distribution could be expanded.

SPORT MARKETING QUARTERLY

Spring and Fall Issue, 1997

My Master's research thesis was published as a two-part series in the March 1997 and September 1997 issues of this nationally recognized sport marketing research industry academic journal. Mazzeo is my maiden name.

Mazzeo, M.E. & Cuneen, J. & Claussen, C.L. (1997). Retail Licensing Procedures Used by Selected NCAA Division I Institutions: Implications for Licensees of Collegiate Memorabilia. *Sport Marketing Quarterly*. 6(1). 41 – 46.

Mazzeo, M.E. & Cuneen, J. & Claussen, C.L. (1997). Determining Costs and Forecasting Profits for a Multi-logoed Collegiate Memorabilia Poster: A Profitability Study in New Product Development. *Sport Marketing Quarterly*. 6(3). 41 – 47.

CYGNET TURF & EQUIPMENT

Cygnets, OH

Marketing Consultant

Jan 1994 – Sept 1994

Researched and developed company strategic plan; organized and proposed an advertising and promotional plan. Created a database that tracked leads and generated mailing lists for newsletters and direct mail campaign. Wrote company newsletter and media releases, wrote and produced company promotional video. This company installed and repaired fields for NFL, MLB and other major league stadia including: Cleveland Browns, New England Patriots, Chicago Bears, Kansas City Royals, Florida Marlins, University of Michigan, The Ohio State University and Penn State University.