

Jason D. Reese, Ph.D.

Associate Dean for Faculty & Administration

Associate Professor of Marketing

PROFESSIONAL ADDRESS

Stephen F. Austin State University
Nelson Rusche College of Business
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ADMINISTRATIVE EXPERIENCE

Stephen F. Austin State University

2022 – Present	Associate Dean for Faculty & Administration Nelson Rusche College of Business (AACSB Accredited)
2020 – Present	Faculty Athletics Representative
2020 – 2021	Assistant Department Chair Department of Management & Marketing
2018 – 2019	Chair of Faculty Senate Representative to Texas Academic Leadership Academy

TEACHING EXPERIENCE

Stephen F. Austin State University

2019 – Present	Associate Professor of Marketing (tenure)
2014 – 2019	Assistant Professor of Marketing

University of Mary Hardin-Baylor

2013 – 2014 Assistant Professor of Sport Management

2011 – 2013 Instructor of Sport Management

Texas A&M University (2008 – 2011)

2008 – 2011 Graduate Teaching Assistant

2009 – 2011 Research Manager
Center for Sport Management Research & Education

EDUCATION

Doctor of Philosophy, 2012, Sport Management
Texas A&M University
College Station, Texas

Master of Science, 2010, Sport Management
Texas A&M University
College Station, Texas

Bachelor of Science, 2008, Sport Management
University of Mary Hardin-Baylor
Belton, Texas

PROFESSIONAL DEVELOPMENT

Online Short Course - Certificate, 2020, MIT Sloan
Leadership in an Exponentially Changing World
Massachusetts Institute of Technology (MIT)
Sloan School of Management
Cambridge, MA

Certificate, 2019, Diversity and Inclusion Certification
Stephen F. Austin State University
Nacogdoches, Texas

HONORS & AWARDS

SFASU Foundation Teaching Award

- December 2019: Stephen F. Austin State University (winner)
- October 2017: Stephen F. Austin State University (finalist)

Distinguished Faculty Member Award

- May 2017: Nelson Rusche College of Business, SFASU

Distinguished Service Award

- May 2018 – Awarded: Nelson Rusche College of Business, SFASU
- May 2016 – Nominee: Nelson Rusche College of Business, SFASU

Rusche Faculty Scholar Award

- May 2018: Nelson Rusche College of Business, SFASU
- May 2017: Nelson Rusche College of Business, SFASU
- May 2016: Nelson Rusche College of Business, SFASU

Junior Faculty Research Grant Award

- February 2015: Global Sport Business Association

Nominee for the Marlin C. Young Teaching Excellence Award

- May 2017: Nelson Rusche College of Business, SFASU

Nominee for the Outstanding Service/Experiential Learning Award

- May 2016: Nelson Rusche College of Business, SFASU

Nominee for the Outstanding Researcher Award

- May 2018: Nelson Rusche College of Business, SFASU

Nominee for the Outstanding Intellectual Contribution Award

- May 2017: Nelson Rusche College of Business, SFASU
- May 2016: Nelson Rusche College of Business, SFASU

PROFESSIONAL SERVICE OR VOLUNTEER WORK

Stephen F. Austin State University:

Faculty Senate

- Chair, 2018 – 2019
- Chair-Elect, 2017 – 2018
- Nelson Rusche College of Business Senator, 2016 – 2018

Faculty Athletics Representative, 2020 – Present

Sports Business Society

- Created the student organization in Spring 2017
- Faculty Advisor, Nelson Rusche College of Business, 2017 – Present

Sports Business Program

- BBA/Minor Proposal, Nelson Rusche College of Business, 2014 – 2015
- Coordinator of Program Assessment, Rusche College of Business, 2015 – Present

American Marketing Association

- Faculty Advisor, Nelson Rusche College of Business, 2014 – 2017

Faculty Advisor for Non-Business SFA Student Organizations

- Alpha Sigma Phi, Stephen F. Austin Colony, 2015
- SFA Bass Fishing Club, Stephen F. Austin Chapter, 2015 – Present
- The Society for Collegiate Leadership & Achievement, 2016 – Present
- Sigma Tau Gamma, Stephen F. Austin Chapter, 2017 – Present

Intercollegiate Athletics Council

- Council Member, Office of the President, 2017 – Present

Nelson Rusche College of Business Service

- Co-Chair, Strategic Planning Committee, 2019 – Present
- Member, Diversity and Inclusion Task Force, 2019 – Present
- Member, Student Affairs Committee, 2014 – 2015
- Chair/Member, Scholarship Committee, Management & Marketing, 2015 – 2020
- Member, Faculty Search Committee, multiple Management and Marketing positions, 2016 – 2021
- Member, AACSB Task Force, 2015 – 2016

- Presenter, Brown Bag Research Faculty Presentations, 2016

Lumberjack Sports Institute

- Advisory Board Member, SFA Athletics Department, 2015 – Present

Other SFA Service

- Member of Search Committees for:
 - University President, 2019
 - Chief of Police, 2019
 - Chief Marketing & Communication Officer, 2020 – 2021
 - Two Faculty Searches, Clinic. Instr. of Hospitality Administration, 2016
- Member, International Friendship Program, Office of International Programs, 2014
- Member, Mr. & Miss SFA Selection Committee, Alumni Association 2015 – 2018
- Member, Texas Common Course Numbering System (TCCNS) Committee, 2018

Professional Service:

Global Sport Business Journal

- Senior Associate Editor, 2015 – 2019
- Editorial Board Member, 2013 – 2019

Alliance for Sport Business

- Member-at-Large, 2015 – 2017

Ad Hoc Journal Submission Reviewer

- Sport Marketing Quarterly, 2016 – Present
- Journal of Applied Marketing Theory, 2014 – 2017
- Sport, Business, Management: An International Journal, 2016 – Present
- Global Sport Business Journal, 2013 – Present
- European Sport Management Quarterly, 2022 – Present

Ad Hoc Conference Abstract Reviewer

- Sport Marketing Association Conference, 2013 – Present
- North American Society for Sport Management Conference, 2015 – Present
- Sport Entertainment & Events Tomorrow Conference, 2012

Professional Memberships

- Sport Marketing Association, 2010 – Present
- North American Society for Sport Management, 2010 – 2017 (not continuous)
- Global Sport Business Association, 2013 – Present
- Texas Association of Sports Officials, 2009 – Present
- NCAA College Football Officiating, 2012 – 2017
- American Marketing Association, 2014 – 2017

Community Service:

Nacogdoches Convention & Visitors Bureau

- Member, Board of Directors, 2015 – 2016
- Chair, Marketing Committee, 2015 – 2017

Nacogdoches Jaycees

- President, 2020
- Secretary of the Board of Directors, 2017
- Vice President of Individual Membership Development, 2016
- Director, Board of Directors, 2015
- Chair, Boots & Brew Organizing Committee, 2015 & 2016
- Marketing Coordinator, Red Dirt Mud Run, 2017 – 2019
- Member, 2014 – Present
- Volunteer for Events (2015 – Present):
 - Red Dirt Mud Run
 - Freedom Fest
 - Nacogdoche Professional Rodeo
 - Jaycees' Haunted House

Nacogdoches Rotary Club

- Member, 2018 – Present

SFA Football Chapter of Texas Association of Sports Officials

- Assigning Secretary, 2015 – 2017
- Member, 2014 – Present

Nacogdoches Sports Advisory Council

- Member, 2015 – 2017

Nacogdoches Blueberry Festival

- Volunteer, 2015

TEACHING & RESEARCH INTERESTS

Teaching Interests:

- Sports Marketing
- Sports Promotion
- International Sports Marketing
- Marketing of Services
- Principles of Marketing

Research Interests:

- Sport marketing for professional sport, intercollegiate athletics, and participant and recreational sport
- Pricing of sport related products
- Consumer price perceptions
- Consumer behavior to price changes in the sport industry
- Business case writing

PUBLISHED PEER REVIEWED JOURNAL ARTICLES

Reese, J. D. (Accepted, in press). Obstacles Facing Obstacle Racing. *WASM Book of Research Papers*.

Kahla, M. C., O'Neal, L., Crocker, R. M., & Reese, J. D. (Accepted, in press). Lone Star Olive Ranch. *Journal of the International Academy for Case Studies*. alliedacademies.org. Accepted on June 10, 2017.

Reese, J. D. (2019). The Mud Run. *Case Studies in Sport Management*, 8(1), 25-32.

Reese, J. D., Kahla, M. C., & Crocker, R. M. (2017). ¡Mucha lucha! Building a Brand. *Journal of the International Academy for Case Studies*, 23(4), 1-5.

Ballouli, K., & Reese, J. D., & Brown, B. (2017). Effects of Emotions and Team Identification on Pricing in the Secondary Ticket Market. *Sport, Business, & Management: An International Journal*, 7(3), 276-292.

Allen, C., & Reese, J. D. (2016) Profiling the Sports Blogosphere. *Global Sport Business Journal*, 4(2), 55-64.

- Rishe, P., Sanders, D., Reese, J. D., & Mondello, M. (2016). A Heterogeneous Analysis of Secondary Market Behavior at College Football Bowl Games. *Sport Marketing Quarterly*, 25(2), 115-127.
- Rishe, P., Reese, J. D., & Boyle, B. (2015). Secondary market behavior during college football's postseason: Evidence from the 2014 Rose Bowl and BCS Championship game. *International Journal of Sport Finance*, 10(4), 267-283.
- Rishe, P., Reese, J. D., & Boyle, B. (2015). How event significance, pent-up demand, playoff oversaturation and series-clinching euphoria can impact secondary market behavior in Major League Baseball's postseason. *Journal of Sport Management & Commercialization*, 6(1), 1-13.
- Reese, J. D., Brown, B., & Bennett, G. (2015). Required donations: An empirical test of Prospect Theory & framing of per-seat contributions in intercollegiate athletics. *Global Sport Business Journal*, 3(1), 43-62.
- Reese, J. D. (2015). Rugged & exciting: Examining the personality of a mixed martial arts brand. *Journal of Contemporary Athletics*, 9(2), 101-115.
- Reese, J. D. & Kerr, M. (2013). Price tiers as antecedents of event quality in the sport industry. *International Journal of Revenue Management*, 7(2), 119-137.
- Reese, J. D., & Bennett, G. (2013). Fan satisfaction with the season ticket sales process. *Journal of Contemporary Athletics*, 7(2), 1-15.
- Ballouli, K., Hutchinson, M., Cattani, K., & Reese, J. D. (2013). A qualitative inquiry into motivations to participate in fantasy football. *International Journal of Sport Management*, 14(2), 211-232.

PEER REVIEWED CONFERENCE PROCEEDINGS

- Reese, J. D. (2021, October). MBA Sports Marketing Course Design – Sports Business Concentration Development. Presented at the Sport Marketing Association Annual Conference, Las Vegas, NV.
- Reese, J. D. and McDermand, R. (2020, February). Rethinking External Operations at a Mid-Major: A Case of Restructuring and Outsourcing in Division I Athletics. Presented at the Global Sport Business Association Annual Conference, Fort Lauderdale, FL.

- McDermid, R. and Reese, J. D. (2019, October). BSR Surf Resort. Presented at the Sport Marketing Association Annual Conference, Chicago, IL.
- Reese, J. D. and McDermid, R. (2019, October). Cryptocurrency and Collegiate Athletics: A Case Study. Presented at the Sport Marketing Association Annual Conference, Chicago, IL.
- Reese, J. D. (2018, October). Pricing of Obstacle Racing: Examining the Use of Price Tiers in Participant Sporting Events. Presented at the Sport Marketing Association Annual Conference, Frisco, TX.
- Reese, J. D., Crocker, R. M., and McDermid, R. (2018, March). Undergraduate Experiential Learning in Sales: A Collegiate Athletics Call Center Case Study. Presented at the Global Sport Business Association Annual Conference, Fort Lauderdale, FL.
- Reese, J. D. (2017, November). Developing a Sports Business Program in an AACSB College of Business: Expanding on Existing Curriculum, Cross Campus Collaboration, and Accreditation. Presented at the Sport Marketing Association Annual Conference, Boston, MA.
- Reese, J. D. (2017, November). Pricing & Consumer Perceptions of a Non-Profit Bike Ride. Presented at the Sport Marketing Association Annual Conference, Boston, MA.
- Reese, J. D., Crocker, R. M., & Kahla, M. (2017, February). Red Dirt Mud Run. Presented at the Global Sport Business Association Annual Conference, Miami, FL.
- Reese, J. D. (2016, November). Sport Promotion and Sales Experiential Learning: Working with Interscholastic Sport and Professional Softball. Presented at the Sport Marketing Association Annual Conference, Indianapolis, IN.
- Kahla, M., O'Neal, L., Crocker, R. M., & Reese, J. D. (2016, July). Lone Star Olive Ranch. Presented at the Allied Academies International Internet Conference, Online.
- Kahla, M., Reese, J. D., & Crocker, R. M. (2016, July). ¡Mucha lucha! Building a brand. Presented at the Allied Academies International Internet Conference, Online.
- Reese, J. D., & Crocker, R. M. (2016, July). Financially independent athletics. Presented at the Allied Academies International Internet Conference, Online.

Reese, J. D. (2016, February). The Case for Participatory Pricing: Results from GSBA Grant. Presented at the Global Sport Business Association Annual Conference, Miami, FL.

Reese, J. D., Crocker, R. M., Kahla, M., & Allen, C. (2016, February). Broadcasters, a Mid-Major FCS School, & Conditions of Success: A Case Study of an ESPN 3 Agreement. Presented at the Global Sport Business Association Annual Conference, Miami, FL.

Ballouli, K., Reese, J. D., & Brown, B. (2015, October). Carryover Effects of Emotions on Sport Consumers Economic Decisions. Presented at the Sport Marketing Association Annual Conference, Atlanta, GA.

Reese, J. D., & Lobpries, J. (2015, October). Pay-What-You-Want: An Empirical Test in Professional Softball. Presented at the Sport Marketing Association Annual Conference, Atlanta, GA.

Reese, J. D. (2015, April). Rugged & exciting: Examining the personality of a mixed martial arts brand. Presented at the Annual SFASU Bright Ideas Conference, Nacogdoches, TX.

Allen, C., & Reese, J. D. (2015, March) Profiling the Sports Blogosphere. Presented at the Annual Clute Institute International Business Conference, San Juan, Puerto Rico.

Reese, J. D., Kahla, M., & O'Neal, L. (2015, March). Designing Curriculum for a Sports Marketing: A Model and Case Study Approach. Presented at the American Marketing Association International Collegiate Conference, New Orleans, LA.

Reese, J. D. (2015, February). The Case for Participatory Pricing. Presented at the Global Sport Business Association Annual Conference, Miami, FL.

Reese, J. D., Plunk, J., & Crocker, R. M. (2015, February). Motivations of Trail Ultra Runners (MOTUR): Message Framing. Presented at the Global Sport Business Association Annual Conference, Miami, FL.

Reese, J. D., Shapiro, S., Drayer, J., Rascher, D., DeSchriver, T., & Alexander, J. (2014, May). "Nobody beats our price": Examining current pricing theory and strategy within the sport industry. Presented at the North American Society for Sport Management Annual Conference, Pittsburgh, PA.

- Reese, J. D., & McPherson, L. (2014, May). Pricing tactics used by professional & intercollegiate sport organizations. Presented at the North American Society for Sport Management Annual Conference, Pittsburgh, PA.
- Wakefield, L., Bennett, G., & Reese, J. D. (advisor) (2014, May). Effects of Construal Level Theory on price sensitivity and perceived value of branded products. Presented at the North American Society for Sport Management Annual Conference, Pittsburgh, PA.
- Reese, J. D., Plunk, J., & Kerr, M. (2013, October). Endurance trail runners' perceptions and behaviors at a 100 and 50 mile race. Presented at the Sport Marketing Association Annual Conference, Albuquerque, NM.
- Lobpries, J., Reese, J. D., & Melton, N. (2013, October). Representing the female athlete brand: An exploratory study. Presented at the Sport Marketing Association Annual Conference, Albuquerque, NM.
- Reese, J. D., Bennett, G., & Cunningham, G.B. (2013, May). Participatory pricing in sport: An examination of name-your-own-price and pay-what-you-want pricing. Presented at the North American Society for Sport Management Annual Conference, Austin, TX.
- Reese, J. D. & Batista, P. (2013, February). Cultural intelligence. Presented at the Global Sport Business Association Annual Conference, Miami, FL.
- Reese, J. D. & Plunk, J. (2013, February). Save the rainforest... For me! A case study on the management and marketing of adventure running races in Central & South America. Presented at the Global Sport Business Association Annual Conference, Miami, FL.
- Reese, J. D. & Ross, W.B. (2012, November). The direct economic impact of a division III men's basketball conference championship. Presented at the Sport Entertainment & Venues Tomorrow Annual Conference, Columbia, SC.
- Reese, J. D. & Brown, B. (2012, November). The journey of our students: An ethical and moral framework for sport management education. Presented at the Sport Entertainment & Venues Tomorrow Annual Conference, Columbia, SC.
- Reese, J. D. (2012, October). Current uses of participatory pricing in sport. Presented at the Sport Marketing Association Annual Conference, Orlando, FL.

Reese, J. D., & Kerr, M. (2012, March). Price tiers as antecedents of event quality in the sport industry. Presented at the Association of Marketing Theory & Practice Annual Conference, Myrtle Beach, SC.

Brown, B., Ballouli, K., & Reese, J. D. (2012, March). Spectator-based brand equity and university-held pep rallies. Presented at the Association of Marketing Theory & Practice Annual Conference, Myrtle Beach, SC.

Reese, J. D., & Bennett, G. (2011, November). Sponsorship effectiveness in the Ultimate Fighting Championship. Presented at the Sport Entertainment & Venues Tomorrow Annual Conference, Columbia, SC.

Reese, J. D., & Bennett, G. (2011, October). Brand attributes, attitudes, and involvement: Action sports sponsors and events. Presented at the Sport Marketing Association Annual Conference, Houston, TX.

Reese, J. D., Brown, B., & Bennett, G. (2011, October). Required donations: An empirical test of prospect theory & framing of per-seat contributions in intercollegiate athletics. Presented at the Sport Marketing Association Annual Conference, Houston, TX.

Reese, J. D. & Ballouli, K. (2011, March). Violence in mixed martial arts: A review of concepts, research, and practice. Presented at the American Alliance for Health, Physical Education, Recreation, & Dance Annual Conference, San Diego, CA.

Reese, J. D. & Bennett, G. (2011, March). Required donations: A conceptual framework of prospect theory & framing of per-seat contributions in intercollegiate athletics. Presented at the Association of Marketing Theory & Practice Annual Conference, Panama City, FL.

Reese, J. D., Ballouli, K., & Bennett, G. (2010, October). Measuring the influence of social media on television viewership. Presented at the Sport Marketing Association Annual Conference, New Orleans, LA.

Reese, J. D. & Bennett, G. (2010, October). Brand personality of mixed martial arts. Presented at the Sport Marketing Association Annual Conference, New Orleans, LA.

Reese, J. D., & Bennett, G. (2010, June). Fan satisfaction with the season ticket selling process. Presented at the North American Society for Sport Management Annual Conference, Tampa, FL.

INVITED INTERNATIONAL PRESENTATIONS

Reese, J. D. (2012, July). *Sport Pricing*. Invited breakout session at Deutsche Sporthochschule Köln – The German Sport University, Cologne, Germany.

Reese, J. D. (2011, July). *International Sport Sponsorship*. Invited breakout session at Deutsche Sporthochschule Köln – The German Sport University, Cologne, Germany.

TEACHING SYMPOSIUM PRESENTATIONS

Reese, J. D. (2017, November). Developing a Sports Business Program in an AACSB College of Business: Expanding on Existing Curriculum, Cross Campus Collaboration, and Accreditation Teaching Symposium Presentation at the Sport Marketing Association Annual Conference, Boston, MA.

Reese, J. D. (2016, October). Sport Promotion and Sales Experiential Learning: Working with Interscholastic Sport and Professional Softball Teaching Symposium Presentation at the Sport Marketing Association Annual Conference, Albuquerque, NM.

Reese, J. D., & Kerr, M. D. (2014, May). Daily industry case studies. Teaching & Learning Fair Presentation at the North American Society for Sport Management Annual Conference, Pittsburgh, PA.

Reese, J. D., Plunk, J. R., & Kerr, M. D. (2013, October). Branding of international sport businesses: A teaching case competition. Teaching Symposium Presentation at the Sport Marketing Association Annual Conference, Albuquerque, NM.

Reese, J. D. (2013, June). Planning, organizing, & implementing a 5K running event. Teaching & Learning Fair Presentation at the North American Society for Sport Management Annual Conference, Austin, TX.

Reese, J. D. (2012, October). Group sales partnership with D-League team. Teaching Symposium Presentation at the Sport Marketing Association Annual Conference, Orlando, FL.

BOOK CHAPTERS

Reese, J. D. (2014). The Olympics. In G. Bennett, K. Ballouli, & W. Sutton (Eds.), *International Sport Business*. College Station, TX: Center for Sport Management Research and Education. ISBN: 978-0-692-57218-4

Reese, J. D. (2014). The Money is Obscene: International Sport Finance. In G. Bennett, K. Ballouli, & W. Sutton (Eds.), *International Sport Business*. College Station, TX: Center for Sport Management Research and Education. ISBN: 978-0-692-57218-4

Brown, B., & Reese, J. D. (2014). They Did All This Without the Internet?: A Brief History of International Sport Business. In G. Bennett, K. Ballouli, & W. Sutton (Eds.), *International Sport Business*. College Station, TX: Center for Sport Management Research and Education. ISBN: 978-0-692-57218-4

ENCYCLOPEDIA ENTRIES

Reese, J. D. (2011). Clutter sponsorship [or advertising]. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

Reese, J. D. (2011). Customer satisfaction. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

Reese, J. D. (2011). Group sales. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

Reese, J. D. (2011). Pay per view (PPV) sports. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

Reese, J. D. (2011). Place, defined for sports. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

Reese, J. D. (2011). Point-of-sale (POS), point of purchase (POP) display. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

Reese, J. D. (2011). Premium seating. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

Reese, J. D. (2011). Price discrimination. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

- Reese, J. D. (2011). Relationship marketing. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
- Reese, J. D. (2011). Target market. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
- Reese, J. D. (2011). Ticket price, tiers. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

PUBLISHED ABSTRACTS

- Reese, J. D. (2015, February). The Case for Participatory Pricing. Presented at the Global Sport Business Association Annual Conference, Miami, FL.
- Reese, J. D., Plunk, J., & Crocker, R.M. (2015, February). Motivations of Trail Ultra Runners (MOTUR): Message Framing. Presented at the Global Sport Business Association Annual Conference, Miami, FL.
- Reese, J. D. & Ross, W.B. (2012). The direct economic impact of a division III men's basketball conference championship. *Sport Entertainment & Venues Tomorrow Proceedings*.
- Reese, J. D. & Brown, B. (2012). The journey of our students: An ethical and moral framework for sport management education. *Sport Entertainment & Venues Tomorrow Proceedings*.
- Reese, J. D., & Ballouli, K. (2011). Violence in mixed martial arts: A review of concepts, research, and practice. *Research Quarterly for Exercise & Sport*.
- Reese, J. D., & Bennett, G. (2011). Sponsorship Effectiveness in Ultimate Fighting Championship. *Sport Entertainment & Venues Tomorrow Proceedings*.

GRANT ACTIVITY

- Reese, J. D. (2015). Global Sport Business Association. Junior Faculty Research Grant Competition. Funded \$800.
- Reese, J. D. (2010 - 2011). Office of Graduate Studies travel grant. Department of Health & Kinesiology, Texas A&M University. Funded \$450 & \$500.

SPORT INDUSTRY EXPERIENCE

- 2009 – Present Intercollegiate and Interscholastic Sports Official – Football, Basketball, & Baseball – College Football Officiating (West), Texas Association of Sports Officials (TASO), & University Interscholastic League (UIL) – College Station, Temple, & SFA Chapters
- 2006 – 2008 Sales Associate
Round Rock Express Baseball Club, Round Rock, TX
- 2007 – 2008 Arena Manager
Mayborn Campus Center, University of Mary Hardin-Baylor
- 2006 – 2007 Fitness Center Manager
Mayborn Campus Center, University of Mary Hardin-Baylor
- 2005 – 2006 Research Assistant
Department of Exercise & Sports Science, Exercise Physiology Lab,
University of Mary Hardin-Baylor
- 2004 – 2005 Fitness Center Associate
Mayborn Campus Center, University of Mary Hardin-Baylor

INDUSTRY CONSULTING EXPERIENCE

- Red Dirt Mud Run, Research Consultant, Nacogdoches, TX (2015 – 2019)
- Old Stone Fort Bike Ride, Research Consultant, Nacogdoches, TX (2017 – 2019)
- Party N’ Things, Marketing/Research Consultant, Nacogdoches, TX (2015)
- Dallas Charge, Marketing Consultant, Dallas, TX (2015)
- Armstrong County Museum, Marketing Consultant, Claude, TX (2015)
- Chef Hernandez Restaurant Group, Marketing Consultant, San Antonio, TX (2015)
- Portraits of Freedom Art Exhibit, Marketing Consultant, Nacogdoches, TX (2015)
- Tejas Trails Running Events, Marketing Consultant, Austin, TX (2012 – 2014)