

JUSTIN BLAIR KOZUBAL M.S.A

1569 Adena Pointe Drive, Marysville, Ohio 43040 | 623-512-5101 | justinkozubal@gmail.com

EDUCATION

Ph.D. in Sport Management (*Expected defense, May 2020*)

Troy University, Troy, Alabama | COSMA accredited program

Advisor: Dr. Michael Carroll | Cognate: Sport Law & Risk Management in Sport

Dissertation: *Crying foul: Perceived quality, perceived value, and perceived risk of extended netting in professional baseball.*

Master of Sport Administration

Ohio University, Athens, Ohio, April 2017

College of Business | AECOM Center of Sport Administration | AACSB & COSMA accredited program

- *Outstanding Graduate Student Scholarship Award*, College of Business | 4.0 GPA
- President, Executive Board, Sports Administration Class of 2017
- Project Leader, Capstone: *Premium seating analysis of Ohio University's Peden Stadium and a recommendation for relevant cost-effective renovations and enhancements with ROI evaluation.*

Bachelor of Science in Speech Communications

Ball State University, Muncie, Indiana, May 1995

College of Communications, Information, and Media

Major: Speech Communications Minor: Interpersonal Communication

RESEARCH INTEREST

My primary research interest is risk management and legal aspects of sport.

- Stadium safety and security in sport
- Risk management policies
- Civil rights in sport
- Legal issues in intercollegiate athletics

SPORTS LAW CASE REVIEWS

Kozubal, J. B., & Carroll, M. S. (2019). Eleven black football players file Fourteenth Amendment civil rights complaint against Maricopa County Community College District in federal court over its decision to end football program. *Sport Litigation Review*, 16 (4). Retrieved from <http://www.sportslitigationalert.com>

Kozubal, J. B., & Carroll, M. S. (2018). Judge denies motion to dismiss by high school district in first amendment bullying case of high school football player. *Sport Litigation Review*, 15 (22). Retrieved from <http://www.sportslitigationalert.com>

BOOK CHAPTERS

Kozubal, J., Walsh, D. W., & Odio, M. A. (2019). *Sport Governance Issues in Sport Marketing*. In *Governance in Sports: Analysis and Application*. Tiell, B. Human Kinetics.

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ACADEMIC APPOINTMENTS

Capital University – Columbus, OH (July 2017 – July 2019)

School of Management & Leadership (ACBSP) | Executive Professor, Marketing & Sport Management

MBA 844 Leveraging Brands in Sport

BUS 433 Marketing Management Capstone

BUS 360 Sports Management Introduction

BUS 335 Marketing Communications

BUS 301 Professional Development

BUS 131 Introduction to Marketing

Average IDEA Teaching Evaluations | 4.20/5.0 | Renewable 30-32 hour term contract with advising

Ohio Dominican University – Columbus, OH (2017, 2018)

College of Business (ACBSP) | Adjunct Instructor

SPM 660 Consumer Behavior in Sport

SPM 220 Sports Marketing

Average Teaching Evaluation: 4.40/5.0

PROFESSIONAL EXPERIENCE

The Scotts Miracle-Gro Company – Marysville, OH (April 2014 – October 2017)

Manager, Sports Marketing and PR/Communications

Major League Baseball/Office of the Commissioner - Phoenix, AZ (2011 – 2014)

Director, Brand Marketing Initiatives and Promotions, Arizona Fall League

Coordinator, Baseball Operations and Player Development, Arizona Fall League

Minor League Spring Training Operations, Texas Rangers

Elmore Sports Group, LLC. – Salt Lake City, UT & Bakersfield, CA (2007 – 2011)

Senior Vice President & Chief Marketing Officer, E-Center, Utah Sports Properties

Vice President & General Manager, Bakersfield Blaze (High A-Affiliate of the Texas Rangers)

Monster Worldwide - Cincinnati, OH (2000 – 2006)

Division Manager, Event Marketing | MonsterCampus Agency

United Sports Ventures – Fort Wayne, IN (1998 – 2000)

Assistant General Manager, Fort Wayne Wizards (Single-A Affiliate of the San Diego Padres)

Brett Sports Group – Victorville, CA (1996 – 1998)

Marketing Director, High Desert Mavericks (Single-A Affiliate of the Arizona Diamondbacks)

Chicago Bulls Professional Basketball Organizational – Chicago, IL (1995 – 1996)

Corporate Marketing Account Executive

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PANELIST & GUEST LECTURES

- Ohio University Master's in Sports Administration, Sport Marketing 6650, 2018
- Ohio University Master's in Sports Administration, Sport Marketing 6650, 2017
- Ohio University Sports Management, Sport Sponsorship, 2016
- Ohio Dominican University, Consumer Marketing 610, Sports Sponsorship Best Practices, 2016
- Tournament of Roses | Rose Bowl, Sponsor Summit, Creating Your Parade Campaign, 2014 - 2017
- National Sports Forum, Portland OR, The Sponsor Perspective, 2015
- MLB Winter Meetings, Career Seminar, Breaking Into Sports Business, Job Fair, 1999-2005
- MiLB Promotional Seminars, Promotions Best Practices Presenter, 1999-2005

AWARDS & HONORS

- Outstanding Graduate Student Scholarship Award, Ohio University College of Business, 2017
- Marketing Excellence Award, Scotts Miracle-Gro, 2017
- Queens Trophy, Tournament of Roses, Miracle-Gro Campaign Lead, 2017
- Governor's Trophy, Tournament of Roses, Miracle-Gro Campaign Lead, 2016
- Skyline Award, Best Consumer Activation, PR Association of America, 2016
- Isabella Coleman Award, Tournament of Roses, Miracle-Gro Campaign Lead, 2015
- Marketing Excellence Award, Scotts Miracle-Gro, 2015
- Nomination, Runner-Up, Executive of the Year, MiLB/California League, 2010

CONSULTING

- Owner, SportsBiz, LLC (2016 - Present)
- Bo Jackson's Elite Sports-Customer Acquisition Plan, 2019
- Minor League Baseball-LGBT+ Segmentation Plan, 2018
- Pickerington High School (Ohio) Band | Tournament of Roses Float Strategy, 2017
- Camp Operations Supervisor, Nexen Heroes- Korean International Team Spring Training, 2013
- Camp Operations Manager, Texas Rangers Minor League Mini & Spring Camp, 2013
- Clubhouse Management, Texas Rangers Major League Spring Training Camp, 2012

MEMBERSHIP & COMMUNITY SERVICE

- Member, Commission on Sport Management Accreditation, 2017 - Present
- Member, Sport, and Recreation Law Association, 2017- Present
- Member, North American Society for Sport Management, 2017-Present
- Member, Sport Marketing Association, 2017-Present
- Class President, Executive Board, Ohio University Sport Administration
- Volunteer Assistant Coach, Upward Boys (6U) Basketball, 2016
- Volunteer Head Coach, YMCA T-Ball, 2015, 2016
- School Garden Program Volunteer, Muir Ranch High School, 2014, 2015, 2016, 2017
- Volunteer, GRO1000 Gardens and Green Spaces Initiative, 2014, 2015, 2016, 2017
- Volunteer Assistant Head Basketball Coach, Loveland (OH) Girls Middle School, 2000 - 2003
- Graduate Advisor, Loyola University Baseball Club, 1995, 1996
- Volunteer Head Basketball Coach, St. Mary's Middle School, 1993, 1994

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HIGHER EDUCATION ADMINISTRATION

Loyola University Chicago – Chicago, IL (1995 – 1996)

Residence Hall Director, Lakeside Apartments

- Served as a Residence Hall Director for Lakeside Apartments, an upper class, and apartment-style residence hall of 250 student-athletes located in downtown Chicago.
- Duties included supervision over four resident assistants (RA's), weekly and monthly educational programming, student conflict resolution, student guidance, and facility operations.

Loyola University Chicago – Chicago, IL (1995 – 1996)

Assistant Hall Director, Mertz Hall

- Served as an Assistant Hall Director for a traditional "first-year experience" residence hall in downtown Chicago, Illinois.
- Supervised 10 RA's, educational programming, student conflict resolution, and facility operations.

Ball State University – Muncie, IN (1992 – 1994)

Resident Assistant

- Served as an RA for Menk Hall, Noyer Complex, and Elliot Hall. Duties included weekly rounds assignment, mentorship and support, educational programming, safety management, student conduct and policy, and overall leadership to a residence hall floor of approximately 120 students.

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ACADEMIC REFERENCES & ADVISORS

Dr. Michael Carroll (Doctoral Advisor)
Associate Professor | HSTM Program Coordinator
Troy University
407-830-2543
mscarroll@troy.edu

Kelley Walton, J.D, SPHR
Graduate Lecturer and Director, Master in Athletic Administration
Department of Sports Administration, Ohio University
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Dr. Lynn Dailey
Full Professor, Moor Endowed Chair of Business and Economics
Capital University School of Management and Leadership
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Dr. Sherry Peck
Associate Dean & Associate Professor
Capital University School of Management and Leadership
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Claire M. Adams
Executive Professor of Marketing
Capital University School of Management and Leadership
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Luke Sayers
Associate General Manager, IMG College | Ohio State University
Lecturer & Associate Director | Ohio University
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TEACHING PHILOSOPHY

As a first-generation college graduate and a person living with a disability, I am committed to providing student-centric mentorship and teaching through immersive and collaborative experiences that are open and tolerant of all students regardless of race, class, gender, ethnicity, religion, sexual orientation, age or disability.

As an educator with over twenty-three years of practical sport business and marketing experience, I place a high value on knowing my students, addressing their individual needs, and creating an inclusive environment where all students have the opportunity to collaborate, learn and apply theory to practice. In accomplishing this mission, I am fair and challenge my student's ability to critically think, problem solve and evaluate.

My planning and teaching methodology integrate communication tools and resources such as shared space, technology, office hours, coursework assignments and activities that challenge students to push their potential in and out of the classroom and develop professionally. On my first day, I review the syllabus, student learning outcomes, policies, course schedule, course evaluation, and assignments in detail. I also take time to review my office location and contact information to confirm student know how to reach me. I also stress my number one rule: "always communicate with me". I have a significant amount of experience with tragedy, managing challenging circumstances and unexpected life issues and implore the students to use me as a life resource for challenges that may impact their ability to be successful academically. Solutions may include connecting students with University personnel such as disability services, counseling services, career services, allowing extra credit, or altering assignment due dates to accommodate special needs.

At the start of each class, I provide an overview of lesson goals for the class period. At the end of each class, I spend at least five minutes reviewing the next week's agenda and provide reminders about upcoming assignments, exams, and due dates. I expect students to fulfill their academic responsibilities for the course and encourage reading, planning and preparing outside the classroom. Reading and retaining subject matter theory and vocabulary is critical to successful in-class lectures, activities, and dialog. Based on class time, I will spend approximately 30% of my in-class time lecturing and reviewing chapter content and spend the remaining time on the practical application of course content in the form of vignettes, discussion, and group activities. I strongly believe in the social benefits of group project work particularly at the undergraduate level and I make it a habit to provide frequent public speaking opportunities for each student throughout the course. Depending on the course subject, I often enjoy starting each class with "hot topics" related to course reading led by each student. Further, I advocate for connecting my students with outside subject matter experts. It is important for students to hear a different voice from someone in a role they can envision themselves holding one day. Guest experts, on-site visits, and immersive experiences give the student the opportunity to see and hear how student-learning outcomes are applied in practice.

A final key aspect of my methodology is immediate feedback. Whether in the form of grading, in-class discussion, staying after class to talk through an issue or scheduling office hours, I make every effort to provide constructive feedback so students always know where they stand in class and what they need to do to improve. I use an integrated course evaluation incorporating standardized exams, quizzes, group projects and live presentations that promote content retention, critical thinking, problem-solving, and

application of course learning. I also place a significant emphasis on attendance; engagement and discussion to further develop the students professionally. In closing, I make sure I am focused on the student “getting it in” rather than me “getting it out” and frequently adjust my teaching style and classroom management to each semester and each course to accommodate the class dynamic and profile. While I may go into each class with a structured agenda and timeline, I allow the class time to evolve organically, which the students tend to appreciate.

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DIVERSITY & INCLUSION STATEMENT

As a first-generation college graduate and a person living with a physical disability, I am committed to providing student-centric mentorship and teaching through immersive and collaborative experiences that are open and tolerant of all students regardless of race, class, gender, ethnicity, religion, sexual orientation, age or disability.

As a junior attending a high school in a lower socioeconomic area outside Chicago, I was told I was better suited for a trade school rather than a traditional college education due to a lack of academic pedigree, where I lived and where my parents worked. My father began working in the steel mills at sixteen, and my mother worked as a crossing guard and volunteered as a teacher's assistant for children with special needs. Neither of my parents graduated high school, but they were determined to find a way for me to have a better life than theirs. Through the support and guidance of University staff and faculty, I was able to navigate the college road map. Today, I feel it is incumbent on me as an educator to make every attempt to prepare students for success in the classroom, on campus, and through life choices. I have lived my commitment through educational and professional experiences. As a Resident Assistant at Ball State University, I committed my time outside the classroom towards the personal growth of incoming students through the creation, promotion, and presentation of educational programming including a monthly lecture series to introduce students to diversity and inclusion issues on campus. As a Residence Hall Director to 800 first-year students at Loyola University Chicago, I developed and presented monthly programming to support the Jesuit mission of preparing students to live in a shared, global community in the service of humanity.

As a business professional, I've been a champion for diversity in the workplace throughout my twenty-three-year career. As a sport business executive, I implemented policies to encourage a multigenerational workforce and front office along with promoting the hiring of minorities, veterans, and persons with disabilities. As General Manager of the Texas Rangers minor league affiliate I partnered with Goodwill's Workforce Development department to create over fifty seasonal jobs for adults with learning and physical disabilities and international transplants from South Africa.

As an educator, I'm committed to advancing access, equity and inclusion through meaningful student-centered teaching, discussion, and relevant research and service to my campus community. I place a high value in knowing my students, addressing their individual needs, and creating an inclusive environment where all students can learn. I use communication tools and resources such as shared space, technology, office hours, coursework assignments and activities to promote the daily practice of my commitment to inclusion. And I am committed to taking advantage of campus resources, faculty expertise and programming to further my own personal and professional development.

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RESEARCH PHILOSOPHY STATEMENT

My research interest blends twenty-three years of experience as a sport business practitioner in the area of marketing and sponsorship with five years of academic training in sport management at the graduate and doctoral levels. My sport law doctoral cognate combined with practical leadership roles held in professional sports organizations make me uniquely qualified to pursue, research, consult, present, and contribute to the line of *risk management and legal aspects of sport*.

With recent issues of impropriety and ethics concerns in intercollegiate athletics, bullying and hazing in interscholastic and intercollegiate athletics, and fan violence and crowd control deficiencies particularly at North American professional sporting events, further academic investigation is needed in the area of risk management in sport. Topics such as premises liability, rushing the field/court, NCAA reform, stadium and security protocol, and use of intellectual property and ambush marketing will be explored through my scholarship contributions. My driving motivation for advancing legal issues in sport is my belief there are still theoretically important and practice-relevant questions that have not yet been answered, or are in need of further explorations and advancement. My research, study, and consultation of risk management will have real-world implications for individuals, sport practitioners, businesses and society.

My research agenda is summarized in the following scholarship strategy:

1. Peer Reviewed Journal Articles
2. Published Case Studies & Reviews
3. Authored Book Chapters
4. Conference Presentations
5. Invited Presentations
6. Earned Media Placement
7. Consulting Projects

With the understanding of the importance of peer-reviewed scholarship towards tenure promotion and academy advancement, I am actively developing my research line and writing research proposals through doctoral coursework and dissertation. It is my intent to display patience, effort, and skill in conducting rigorous research through quantitative and mixed methods. An analytical and systematic thought process will provide both strategic and tactical support to my scholarship activities. Because sport law offers breadth and depth as a research study, interdisciplinary collaboration will be a focal point of my scholarship strategy. An interdisciplinary approach to pursuing research will allow for more detailed attention to the research lifecycle while creating new questions and ideas that may not otherwise be discovered. I believe conducting, advancing and contributing research in sport management is not only an important academic endeavor but also critical to support practices of all stakeholders in sport including businesses, municipalities, employees, students, and organizations. As I grow as a scholar, I will continue to further develop my research philosophy statement with more thought gained through involvement in scholarly activities, participation in annual conferences, as well as dialogues and collaborations with fellow sport management faculty peers and mentors.

In addition to research, sport business consultation and subject matter expertise will be an important aspect of my scholarship strategy. As a former marketing practitioner, I have an established network in professional sport and intercollegiate athletics allowing access to projects and research. My existing

limited liability consulting practice has offered my students immersive learning opportunities. My clients and activation campaigns have received national marketing awards and have included properties such as The Tournament of Roses, Rose Bowl, Major League Baseball and Minor League Baseball. Most recently, I partnered with Minor League Baseball (MiLB) to provide undergraduate marketing management students the opportunity to develop a new segmentation marketing strategy for MiLB to engage the LGBT+ consumer base during the 2019 season. The students presented their research findings and recommendations to MiLB executives. This project contributed to the business school's course learning outcomes and diversity and inclusion objectives.

Finally, as a member of North American Society of Sport Management, Sport and Recreation Law Association and Commission on Sport Management Accreditation I am committed to meaningful participation, membership, and contribution of industry associations and conferences through abstract submission, research presentation and grant submission.

In addition to several papers and research projects in development, the following is a list of published works completed during my first year of doctoral studies.

SPORTS LAW CASE REVIEWS

Kozubal, J. B., & Carroll, M. S. (2019). Eleven black football players file Fourteenth Amendment civil rights complaint against Maricopa County Community College District in federal court over its decision to end football program. *Sport Litigation Review*, 16 (4). Retrieved from <http://www.sportslitigationalert.com>

Kozubal, J. B., & Carroll, M. S. (2018). Judge denies motion to dismiss by high school district in first amendment bullying case of high school football player. *Sport Litigation Review*, 15 (22). Retrieved from <http://www.sportslitigationalert.com>

BOOK CHAPTERS

Kozubal, J., Walsh, D. W., & Odio, M. A. (forthcoming). *Sport Governance Issues in Sport Marketing*. In *Governance in Sports: Analysis and Application*. Tiell, B. Human Kinetics.