

Brennan K. Berg, Ph.D.

135 Fogelman Executive Center

The University of Memphis, Memphis, TN 38152

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EDUCATION

University of Texas at Austin - Ph.D. Sport Management

Graduated: August 2012 GPA: 3.91

Dissertation: Toward Sustainable Public Health Programs: A Case Study of Local Physical Activity Approaches

Advisor: Dr. Laurence Chalip

The University of Memphis - M.S. Sport and Leisure Commerce

Graduated: May 2007 GPA: 4.0

The University of Memphis - B.A. Political Science

Graduated: Summa cum Laude, May 2005 Overall GPA: 3.90

RESEARCH AND SCHOLARSHIP INTERESTS

My principal research interest focuses on the relationship between sport and policy by examining formulated public and organizational policies that both impact and utilize sport. By researching and identifying factors that facilitate or impede the development of reliable sport policy, I intend to provide sport managers with the tools necessary to understand not only the importance of policy for sport practice and operation, but how they can effectively participate in formulating future policies. More specifically, my research currently focuses on elite athlete development, the role of sport in public health, policymaking, and the use of sport as a tool for international and intergroup relations.

REFEREED PUBLICATIONS

Inoue, Y., **Berg, B. K.**, & Chelladurai, P. (In press). Spectator sport and population health: A consultation with U.S. college athletics employees. *Journal of Global Sport Management*.

Berg, B. K., & Warner, S. (2019). Advancing college athlete development via social support. *Journal of Issues in Intercollegiate Athletics*, 12, 87-113.

Berg, B. K., Agyemang, K. J. A., & Fuller, R. D. (2018). The enduring legacy of the “Black Power” salute. *The Society Pages – Engaging Sports*. Retrieved from: <https://thesocietypages.org/engagingsports/2018/12/10/the-enduring-legacy-of-the-black-power-salute/>

- Agyemang, K. J. A., **Berg, B. K.**, & Fuller, R. D. (2018). Disrupting the disruptor: Perceptions as institutional maintenance work at the 1968 Olympic Games. *Journal of Sport Management*, 32(6), 567-580.
- Berg, B. K.**, Fuller, R. D., & Hutchinson, M. (2018). "But a champion comes out much, much later": A sport development case study of the 1968 U.S. Olympic Team. *Sport Management Review*, 21(4), 430-442.
- Hutchinson, M., **Berg, B. K.**, & Kellison, T. B. (2018). The role of politics in escalation of commitment: Government involvement in sport facility funding. *Sport Management Review*, 21(3), 263-278.
- Fuller, R. D., **Berg, B. K.**, & Hutchinson, M. (2018). Eliminating varsity sports at a NCAA Division III institution: Evaluating the decision-making process. *SAGE Business Cases*.
- Berg, B. K.**, Winsley, K., Fuller, R. D., & Hutchinson, M. (2017). From crisis to de-escalation: An examination of politics in a U.S. high school steroid testing program. *International Journal of Exercise Science*, 10(6), 890-899.
- Fuller, R. D., **Berg, B. K.**, & Hutchinson, M. (2017). Aspirations through association: Using athletics to enhance institutional prestige. *Case Studies in Sport Management*, 6(1), 20-30.
- Berg, B. K.**, Hutchinson, M., & Irwin, C. C. (2016). Prioritizing local sport activities: Determining organizational commitment to an innovative swimming program. *Case Studies in Sport Management*, 5(1), 69-79.
- Hutchinson, M., Havard, C. T., **Berg, B. K.**, & Ryan, T. D. (2016). Losing the core sport product: Marketing amidst uncertainty in college athletics. *Sport Marketing Quarterly*, 25(3), 185-194.
- Berg, B. K.**, Irwin, C. C., Wright, P. M., Irwin, R. L., & Hutchinson, M. (2016). An unacceptable status quo: A sport development case study of swimming and drownings. *Sport Management Review*, 19(4), 454-465.
- Woolf, J., **Berg, B. K.**, Newland, B., & Green, B. C. (2016). So you want to be a fighter? Institutional work and sport development processes at an elite mixed martial arts gym. *Journal of Sport Management*, 30(4), 438-452.
- Berg, B. K.** (2016). Sustaining local physical activity programs: Lessons from the United States. *International Journal of Sport Policy and Politics*, 8(2), 245-264.
- Inoue, Y., **Berg, B. K.**, & Chelladurai, P. (2015). Spectator sport and population health: A scoping study. *Journal of Sport Management*, 29(6), 705-725.

- Hutchinson, M. & **Berg B. K.** (2015). Institutions of higher commitment: A case study of de-escalation and American football's decisive role in intercollegiate athletics. *Sport Management Review*, 18(3), 464-480.
- Berg, B. K.**, Warner, S., & Das, B. M. (2015). What about sport? A public health perspective on leisure-time physical activity. *Sport Management Review*, 18(1), 20-31.
- Berg, B. K.**, & Chalip, L. (2013). Regulating the emerging: A policy discourse analysis of mixed martial arts legislation. *International Journal of Sport Policy and Politics*, 5(1), 21-38.
- Berg, B. K.**, Kessler, S. A., & Hunt, T. M. (2012). A realist perspective of sport and international relations: US governmental perceptions of Olympic boycott movements, 1936-2008. *International Journal of Sport Policy and Politics*, 4(3), 307-320.
- Lim, S. Y., Warner, S., Dixon, M., **Berg, B.**, Kim, C., & Newhouse-Bailey, M. (2011). Sport participation across national contexts: A multilevel investigation of individual and systemic influences on adult sport participation. *European Sport Management Quarterly*, 11(3), 197-224.
- Harmon, B. E., Leak, C. L., Davis, C., **Berg, B. K.**, Thurston, I., Hayman, L. L., & Nigg, C. R. (First review). Using faith-based partnerships to develop and implement the Living Healthy Summer Camp. *International Journal of Behavioral Medicine*.

REFEREED PRESENTATIONS

- Leopkey, B., **Berg, B.**, Dowling, M., Inoue, Y., & Smith, L. (May, 2019). *Scoping reviews in sport management: Methods, protocol and lessons learnt*. North American Society for Sport Management Conference, New Orleans, Louisiana.
- Warner, S., & **Berg, B. K.** (April, 2019). *A holistic approach toward elite athlete development*. College Sport Research Institute Conference, Columbia, South Carolina.
- Havard, C. T., Fuller, R. D., Ryan, T. D., **Berg, B. K.**, & Hutchinson, M. (February, 2019). *Examining differences in perceptions and reactions toward sport rivals among African American fans*. Applied Sport Management Association Conference, Nashville, Tennessee.
- Warner, S., **Berg, B.**, & Kim, K. (June, 2018). *Student-athletes, community, and outcomes*. North American Society for Sport Management Conference, Halifax, Nova Scotia.
- Agyemang, K., **Berg, B.**, & Fuller, R. (June, 2018). *Understanding institutional defiance in an institutionalized field: A case study of the 1968 Olympic Games*. North American Society for Sport Management Conference, Halifax, Nova Scotia.

- Fuller, R. D., **Berg, B. K.**, Hutchinson, M., & Ryan, T. D. (February, 2018). *The effect of athletic association reclassification on institutional status*. Applied Sport Management Conference, Waco, Texas.
- Berg, B. K.**, Inoue, Y., & Chelladurai, P. (June, 2017). *Spectator sport and population health: A consultation exercise bridging research and practice*. North American Society for Sport Management Conference, Denver, Colorado.
- Fuller, R. D., **Berg, B. K.**, & Hutchinson, M. (June, 2017). *Aspirations through association: Using athletics to enhance institutional prestige*. North American Society for Sport Management Conference, Denver, Colorado.
- Harmon, B. E., **Berg, B. K.**, Thurston, I., Leak, C., Nigg, C. R., & Hayman, L. L. (March, 2017). *Expanding the Living Healthy Summer Camp to Latino families*. Society of Behavioral Medicine Annual Meeting, San Diego, California.
- Berg, B. K.**, & Hutchinson, M. (June, 2016). *An unacceptable status quo: A sport development case study of swimming and drownings*. North American Society for Sport Management Conference, Orlando, Florida.
- Fuller, R. D., Hutchinson, M., & **Berg, B. K.** (June, 2016). *Aspirations through associations: Using Division III athletics to enhance institutional status and reputation*. North American Society for Sport Management Conference, Orlando, Florida.
- Inoue, Y., **Berg, B. K.**, Bowers, M., Chelladurai, P., Du, J., Kihl, L., Sato, M., & Warner, S. (June, 2015). *Management of sport for public health: Defining the field*. North American Society for Sport Management Conference, Ottawa, Ontario.
- Hutchinson, M., & **Berg, B. K.** (June, 2015). *Institutions of higher commitment: A case study of de-escalation and American football's decisive role in intercollegiate athletics*. North American Society for Sport Management Conference, Ottawa, Ontario.
- Berg, B.**, Warner, S., & Das, B. (April, 2015). *The use of sport to help U.S. adults meet physical activity and public health recommendations*. East Carolina University's National Public Health Week Symposium, Greenville, NC.
- Newland, B., Woolf, J., **Berg, B. K.**, & Green, B. C. (November, 2014). *Emergent sports governance: Lessons from mixed martial arts*. Sport Management Association of Australia and New Zealand Conference, Melbourne, Australia.
- Inoue, Y., & **Berg, B. K.** (May, 2014). *The role of sport management in public health: A critical review*. North American Society for Sport Management Conference, Pittsburgh, PA.
- Berg, B. K.** (April, 2014). *Challenges and opportunities in sustaining local physical activity programs*. American Alliance for Health, Physical Education, Recreation & Dance National Convention and Exposition, St. Louis, MO.

- Berg, B. K.,** Irwin, C. C., & Irwin, R. L. (April, 2014). *Higher on the policy agenda: A case study of swimming*. American Alliance for Health, Physical Education, Recreation & Dance National Convention and Exposition, St. Louis, MO.
- Berg, B. K.,** & Warner, S. (May, 2013). *Altering the emphases in sport programs: The oversight of hedonic rewards and sense of community*. North American Society for Sport Management Conference, Austin, TX.
- Berg, B. K.,** Green, B. C., & Hunt, T. M. (May, 2012). *Sport development and the 1968 Olympics: A case study of the U.S. sport system prior to Title IX and intense commercialization*. North American Society for Sport Management Conference, Seattle, WA.
- Odio, M., Agyemang, K. J. A., Walker, N. A., **Berg, B. K.,** Brown, L., & Leopkey, B. (May, 2012). *Succeeding at each stage of the doctoral process: 2012 NASSM student symposium*. North American Society for Sport Management Conference, Seattle, WA.
- Berg, B.** (April, 2012). *An Olympic negotiation analysis: A case study of the 1988 Seoul Olympics*. Center for Public Policy Dispute Resolution's Annual Spring Symposium, Austin, TX.
- Berg, B.** (February, 2012). *Depoliticized athletes: Retrospective views of the Black Power Salute*. Texas Graduate Sport Management Student Symposium, Austin, TX.
- Berg, B. K.,** Kessler, S., & Hunt, T. M. (June, 2011). *"This powerful signal of world outrage": International relations theory and sport governance*. North American Society for Sport Management Conference, London, Ontario.
- Berg, B.,** & Chalip, L. (June, 2010). *Legalizing the emerging: A policy discourse analysis of the legalization of mixed martial arts*. North American Society for Sport Management Conference, Tampa, FL.
- Warner, S., **Berg, B.,** Kim, C., & Newhouse-Bailey, M. (May, 2009). *Understanding adult sport participation and community: A multi-national inquiry – Sport structures and gender*. North American Society for Sport Management Conference, Columbia, SC.

INVITED PRESENTATIONS

- Warner, S., & **Berg, B. K.** (April, 2018). *Healthy Community: Best Practices in the AAC*. American Athletic Conference Academic Consortium. Orlando, FL.
- Berg, B. K.** (April, 2017). *Sport Policy Study: Distinctiveness, Diversity, and Relevance*. Kemmons Wilson School Research Forum. The University of Memphis.

Hoffman, J., Robinson, M., **Berg, B. K.**, Marr, D., Raube, P., Cobb, E., Wilson, J., Martin, R., & Hawkins, B. (March, 2017). Psychosocial Aspects of Sport. American Athletic Conference Academic Consortium. Philadelphia, PA.

Berg, B. K. (March, 2014). Sport chaplaincy. Sport and Leisure Management 4903 - Christianity and the Culture of Sport and Recreation (Undergraduate). The University of Memphis.

Berg, B. K. (March, 2013). Sport chaplaincy. Sport and Leisure Management 4903 - Christianity and the Culture of Sport and Recreation (Undergraduate). The University of Memphis.

EXTERNAL GRANTS AWARDED

American Athletic Conference Research Grant Program (\$7,000). *Promoting Healthy Community for AAC Student-Athletes*. S. Warner (Co-PI) & **B. K. Berg (Co-PI)**, June 2017 – May 2018.

Tri-Success Grant Program – University of Windsor (\$5,000). *Managing sport development absent a formal governance structure*. J. Woolf (PI), B. Newland, **B. Berg (Co-I)**, & B.C. Green, September 2012 – August 2013.

ACADEMIC AND INSTRUCTING EXPERIENCE

The University of Memphis, Department of Health and Sport Sciences/Kemmons Wilson School of Hospitality and Resort Management

Associate Professor – Sport Commerce – Fall 2018 -- Present

Assistant Professor – Sport Commerce – Fall 2012 – Summer 2018

Courses:

Foundations of Sport and Leisure Studies – Undergraduate (On-campus and online)

Sport and Leisure Governance – Undergraduate (On-campus and online)

Promotions in Sport & Leisure – Undergraduate (On-campus and online)

Christianity Culture in Sport & Recreation – Undergraduate (Online)

Promotions in Sport Commerce – Graduate (On-campus and online)

Policy and Governance in Sport – Graduate (On-campus and online)

University of Texas at Austin, Kinesiology and Health Education Department

Teaching Assistant – Sport Management – Fall 2008 – Spring 2012

Courses:

Media and Public Relations in Sport – Professor: Dr. Laurence Chalip

History and Ethical Issues in Sport and Physical Culture – Professor: Dr. Thomas Hunt

Structure and Organization of Sport Programs – Professor: Dr. Bob Heere

History of Sport and Physical Activity – Professor: Dr. Jan Todd

Structure and Organization of Sport Programs – Professor: Dr. Matt Bowers

Philosophy of Sport and Physical Activity – Professor: Dr. Matt Bowers

Revenue and Budgeting in Sport – Professor: Dr. Marlene Dixon

Sport Law – Professor: Dr. Thomas Hunt

- Responsibilities included leading class discussions, organizing course materials, grading assignments, and advising students

Research Assistant – Fall 2010

Professor: Dr. Thomas Hunt

Coordinator for the 1968 U.S. Olympic Team Oral History Project at the H.J. Lucher Stark Center for Physical Culture and Sports. Spring 2011 - Present

Interviewed Olympians:

Doug Russell (swimming)

Laurie Lewis Havel (volleyball)

Madeline Manning Mims (track and field)

Doris Brown Heritage (track and field)

Wayne Baughman (wrestling)

Debbie Meyer (swimming)

Martha Rae Watson (track and field)

The University of Memphis, Health and Sport Sciences Department

Teaching Assistant – Fall 2006

Course: Sport Marketing – Professor: Dr. Richard Irwin

- Responsibilities included organizing course materials, grading assignments, and advising students

PROFESSIONAL MEMBERSHIPS, SERVICE, AND OUTREACH

Memberships

North American Society for Sport Management (NASSM) – 2010 - Present

Conference Reviewer – 2012 - Present

Mentor for the Student-Faculty Mentoring Initiative – 2013 - Present

Student Research Competition Reviewer -- 2015

Elected Representative to the NASSM Student Board – 2010 - 2011

American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD) – 2014

Graduate Portfolio Program in Dispute Resolution -- The Center for Public Policy
Dispute Resolution at the University of Texas Law School – 2009 - 2012

The University of Memphis Sport Marketing Association – 2006 - 2007

Service

The University of Memphis

The University of Memphis President's Panel Hearing Committee -- Representative for The Kemmons Wilson School of Hospitality and Resort Management -- 2017 - Present

The University of Memphis Faculty Athletics Committee -- Presidential Appointee -- 2016 -- Present

- Member -- Subcommittee on Sexual Assault Prevention Awareness

Coalition on Intercollegiate Athletics (COIA) -- Representative for The University of Memphis to the COIA -- 2015 - Present

The University of Memphis Faculty Senate -- Representative for The Kemmons Wilson School of Hospitality and Resort Management -- 2015 -- Present

- Elected Member -- Committee on Committees

Sport Commerce Study Abroad Director -- *Sport, Commerce, & Culture in the Global Marketplace* -- 2015 - Present

Sport Commerce Graduate Academic Advisor -- 29 students total -- 2013 - Present

Faculty Leader on Promotional Projects to More Effectively Market The University of Memphis Sport Commerce Program -- 2012 - Present

- These efforts included:
 - The production of a sport commerce promotional [video](#)
 - The creation of a sport commerce promotional brochure
 - The renovation of the sport commerce website

Search Committee Member for Open Sport and Leisure Management Instructor and Internship Coordinator Position -- 2017

Memphis Healthy U -- Executive Committee Member -- 2013 - 2017

Faculty Mentor to Instructor Nicole Imbrogno -- 2015 - 2016

Search Committee Member for Open Sport and Leisure Management Instructor and Internship Coordinator Position -- 2015

Department of Health and Sport Sciences Undergraduate Curriculum Council -- Sport and Leisure Management Representative -- 2013 - 2015

Tennessee Board of Regents' Sports and Leisure Management Tennessee Transfer Pathways Team -- Representative for The University of Memphis -- 2015

Academic Field

Editorial Board Member – *Journal of Global Sport Management* – 2015 - Present
Societies – 2014 - Present

Ad Hoc Journal Reviewer

European Sport Management Quarterly – 2014, 2017, 2018, 2019

Journal of Sport Management – 2018, 2019

Sport Management Review – 2016 (2), 2017 (3), 2018 (3)

International Journal of Sport Policy and Politics – 2015, 2016, 2017, 2018

Journal of Intercollegiate Sport – 2018

Case Studies in Sport Management – 2014, 2017

AIMS Public Health -- 2017

European Journal for Sport and Society -- 2016

Journal of Issues in Intercollegiate Athletics -- 2015

Societies – 2014

Ad Hoc Book Reviewer -- *Managing Organizations for Sport and Physical Activity* --
Holcomb Hathaway Publishers – 2012

Outreach

University of Memphis Athletic Department (Men's Basketball and Football) – Mystery
Patron Assessment for Graduate and Undergraduate Students – 2016 - Present

HONORS/AWARDS

Distinguished Research Scholar in the University of Memphis Kemmons Wilson School of
Hospitality and Resort Management (2018) (First recipient of the award).

The University of Texas at Austin Alderson Teaching Excellence Award (2011-2012). \$1,500

The University of Texas at Austin Lynn Wade McCraw Endowed Presidential Fellowship for
excellence in continued scholarship in education (2011-2012). \$3,500

The University of Texas at Austin Alderson Teaching Excellence Award (2010-2011). \$1,875

The University of Memphis Department of Political Science John W. Burgess Award for
exemplary service to the political science discipline, The University of Memphis, and the
community at large (2005).

MENTIONS IN MEDIA/JOURNALS

Television interview with Fox 13 News (Memphis Fox affiliate) to discuss research on assisting athletes with transitions out of a competitive sport career. (June 19, 2019).

Politics and high school steroid testing article reviewed in *Journal of Sport Management* (May, 2018). Citation below:

Berg, B. K., Winsley, K., Fuller, R. D., & Hutchinson, M. (2017). From crisis to de-escalation: An examination of politics in a U.S. high school steroid testing program. *International Journal of Exercise Science*, 10(6), 890-899.

Television interview with WMC Action News 5 (Memphis NBC affiliate) to discuss research on developing elite athletic talent using a historical case study and interviews with the 1968 U.S. Olympic Team. (August 5, 2017).

Research on college athlete social development in conjunction with the American Athletic Conference featured on 94.3 FM The Game Sports Radio (Greenville, NC). (July 14, 2017).

Television interview with WMC Action News 5 (Memphis NBC affiliate) to discuss research on college athlete social development in conjunction with the American Athletic Conference. (July 1, 2017).

Community physical activity and sustainability article reviewed in *Journal of Sport Management* (September, 2016). Citation below:

Berg, B. K. (2016). Sustaining local physical activity programs: Lessons from the United States. *International Journal of Sport Policy and Politics*, 8(2), 245-264.

Sport and international relations article reprinted in the book *The 'Olympic and Paralympic' effect on public policy*. Citation of article and book below:

Berg, B. K., Kessler, S. A., & Hunt, T. M. (2012). A realist perspective of sport and international relations: US governmental perceptions of Olympic boycott movements, 1936-2008. *International Journal of Sport Policy and Politics*, 4(3), 307-320.

Bloyce, D., & Smith, A. (Eds). (2015). *The 'Olympic and Paralympic' effect on public policy*. New York, NY: Routledge.

TRAINING AND PROFICIENCIES

Certified in Basic Mediation

Certified in Advanced Mediation

Certified in Basic Facilitation

NVivo – Coding Software

SPSS – Statistical Software

Archtics – Sport Ticket Software

Blackboard – Education Software

eCourseware – Education Software

Web Design

RELEVANT SPORT EXPERIENCE

Spurs Sports & Entertainment

San Antonio, TX

Sales Representative, May 2007- July 2008

- Solicited new business for the WNBA franchise in the form of ticket sales and sponsorships from individual, group, and corporate clients
- Provided customer service to existing clients and assisted in season ticket renewals
- Planned marketing initiatives for several featured games throughout the WNBA season and coordinated with other company departments, including marketing, community relations, media relations, and sales
- Worked with several San Antonio organizations to raise awareness and funds as part of the WNBA's Breast Health Awareness Initiative
- Emceed post-game Faith Night event in front of 500-600 people in attendance

The University of Memphis Ford Sponsorship Activation Team

Memphis, TN

Fall 2006 - Spring 2007

- Selected as a leader on the funded project involving Ford Motor Company, University of Memphis Athletic Department, Tiger Sports Properties (Learfield Communications), J. Walter Thompson Agency, and University of Memphis Sport Marketing Association
- Represented the activation team and met weekly with representatives of Tiger Sports Properties and J. Walter Thompson Agency to plan and implement the sponsorship campaign carried out during the 2006-2007 University of Memphis men's college basketball season
- Responsible for activation elements including: naming the student section at the FedEx Forum; designing signage to be on display at all home games; creating an internet banner to run on the athletic department's website; writing radio ads that played during the game broadcasts; creating a limited-edition poster; designing a Memphis basketball t-shirt; and generating a press release for the activation project

The University of Memphis Sport Sales Program

Memphis, TN

Spring and Fall 2006

- Worked for the St. Louis Cardinals' Triple-A baseball team, the Memphis Redbirds. Training covered all facets of ticket sales process including script writing, database

management (Ticket Return/Archtics), and personal correspondence with existing, as well as, new customers

The University of Memphis Alumni Association

Memphis, TN

Graduate Assistant, Fall 2005 – Fall 2006

- Responsible for pre-game events before home football and basketball games, including the coordination with local businesses to secure facilities, food and beverages, and entertainment
- Produced the homecoming parade and pep rally in coordination with dozens of organizations and departments throughout the university and community. Doubled the size of the homecoming parade from Fall 2005 to Fall 2006

Illinois State University

Normal, IL

Football Scholarship Athlete

- Selected as the student-athlete representative on the Illinois State Steering Committee for the NCAA Self-Study Certification
- Selected as a football representative on the Illinois State Student-Athlete Advisory Council

RELEVANT POLICY EXPERIENCE

White House Office of Political Affairs

Washington D.C.

Intern, Spring 2004

- Drafted presidential policy briefs read by President George W. Bush, Vice President Dick Cheney, cabinet secretaries, and other senior administration officials
- Monitored media and political discourse in various states throughout the country
- Assisted in liaison work between the White House and the Republican National Committee and numerous congressional offices

Office of U.S. Senate Majority Leader Bill Frist

Washington D.C.

Intern, Summer 2003

COMMUNITY SERVICE

Assisted Rise Against Hunger in packaging meals

Memphis, TN

Provided hospitality at homeless shelters

Memphis, TN

Assisted in neighborhood restoration projects

San Antonio, TX, Austin, TX, and Memphis, TN

Read to children at schools

Normal, IL

Helped with Boy Scout functions

Normal, IL

Helped raise relief funds for the September 11 attacks

Normal, IL