

# Evelyn Susana “Su” Jara Pazmino

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## EDUCATION

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<b>Ph.D.</b>	<b>University of South Carolina, Columbia</b> Sports and Entertainment Management <i>Dissertation:</i> Newcomer student-athlete perceptions of coaches’ socialization strategies: Scale development. <a href="#">PDF</a>	<b>May 2020</b>
<b>M.S.</b>	<b>University of South Carolina, Columbia, SC</b> Sports and Entertainment Management <i>Thesis:</i> U.S. collegiate athletics: International student-athletes recruiting process. <a href="#">PDF</a>	<b>May 2015</b>
<b>B.S.</b>	<b>University of Michigan, Ann Arbor, MI</b> Bachelor of Arts General Studies (Image & Video Production)	<b>Dec 2002</b>

## RESEARCH INTERESTS

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- Organizational Behavior in College Sports
- International Student-Athletes in College Athletics (recruitment, transition, retention, NIL)
- Brand Management in Social Media
- Collaborative International Learning COIL
- Latin America Sport Industry

## ACADEMIC POSITIONS

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<b>University of West Georgia, Carrollton, GA</b> Associate Professor, Sport Management Assistant Professor, Sport Management	<b>2025 to present</b> <b>2019 to 2025</b>
<b>Universidad San Francisco de Quito, Ecuador</b> Adjunct Professor, Business School	<b>2019 to present</b>
<b>University of South Carolina, Columbia, SC</b> Instructor, Sport and Entertainment Management	<b>2016 to 2019</b>

## ADMINISTRATIVE POSITIONS

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<b>University of West Georgia, Carrollton, GA</b> Assistant Chair, Sport Management program	<b>2024 - 2026</b>
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## PUBLICATIONS

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### **Peer-Reviewed Journals**

**Jara-Pazmino, E. S.,** Heere, B., Newell, E. M., & Pack, S. M. (2024). Measuring coach onboarding strategy and university athlete performance: A scale development study. *Asian Journal of Sport and Exercise Psychology*, <https://doi.org/10.1016/j.ajsep.2024.10.004>

**Jara-Pazmino, E. S.** & Pack, S. M. (2024). The Global Game: Recruiting International Athletes in American Collegiate Sports. *Journal of Student-Athlete Educational Development and Success*, 6(1) 48-75. [Link](#) [PDF](#)

Song, H., Jang, W. W., Min, S., **Jara-Pazmino, E. S.**, & Byon, K. (2024). The indirect effects of coping strategies on the relationship between service failures and negative behavioral intention in the fitness industry: Moderated mediation analysis. *Sport, Business, Management: An International Journal*, 14(5/6), 581-603. <https://doi.org/10.1108/SBM-11-2023-0141> [PDF](#)

**Jara-Pazmino, E. S.**, Brito-Rhor, M. D., & Pack, S. M. (2023). Building bridges across cultures: Using Collaborative Online International Learning (COIL) in the Sport Management Classroom. *Sport Innovations Journal*. 4(SI), 49-61. <https://doi.org/10.18060/27412> [PDF](#)

**Jara-Pazmino, E. S.**, & Pack, S. M. (2022). A Post-pandemic exploration of international student-athlete personal branding and fan interaction via social media. *American Behavioral Scientist*, 67(11), 1322–1339. <https://doi.org/10.1177/00027642221118289> [Link](#) [PDF](#)

**Jara-Pazmino, E. S.**, Heere, B., Regan, T.H., Blake, C., & Southall, R. (2017). Coaches' perception of the organizational socialization process of international student-athletes and the effect of cultural distance: An exploratory study. *International Journal of Exercise Science*, 10(6), 875-889. [PDF](#)

### **Book Reviews**

**Jara-Pazmino, E. S.** (2024). [Review of the book *Global sport management education: Policy, curriculum, and implementation*, by M. Rayner, T. Webb, R. Sibson, & J. K. Tingle]. *International Journal of Sport Communication*. 17(3), 355 – 357. <https://doi.org/10.1123/ijsc.2024-0086> [PDF](#)

**Jara-Pazmino, E. S.** (2023). [Review of the book *Research handbook on sport and COVID-19*, by P. M. Pedersen]. *Journal of Sport Management*. 38(3), 219 – 220. <https://doi.org/10.1123/jsm.2023-0342> [PDF](#)

### **Book Chapters**

**Jara-Pazmino, E. S.,** Brito-Rhor, M. D., & Pack, S. M. (2025). Using Collaborative Online International Learning (COIL) as a pedagogical strategy in the sport management classroom. In J. R. Braunstein-Minkove, J. N. Cooper, R. King-White, M. A. Odio, D. A. Pierce & E. J. Staurowsky. (Eds.). *Innovative Pedagogical Practices in Sport Management*. <https://doi.org/10.1142/14309>

**Jara-Pazmino, E. S.,** Pack, S. M., & Pazmino, C. D. (2025). Sustainability in Sport Organizations in the United States. In P. Gálvez-Ruiz, S. Mohammadi, J. Garcia-Fernandez, M. Grimaldi. (Eds.), *Sustainability in Sport Organizations, from a Global Perspective*. Emerald, England. ISBN 1836087276 <https://www.amazon.com/Global-Perspective-Sustainability-Sports-Organizations-ebook/dp/B0F2B7D9R3>

**Jara-Pazmino, E. S.,** & Pack, S. M. (2023). Ecuador as a destination for international events: Case study Oceanman Manta 2021. In G. C. Carrión; J. García-Fernández & J. J. Zhang (Eds.), *Iberoamerican Sport Management: Product and Service Innovations*. Routledge. [ISBN 9781032482385](https://doi.org/10.1080/17513758.2023.218385) [PDF](#)

## RESEARCH IN PROGRESS

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### *Peer-Reviewed Journals*

**Jara-Pazmino, E. S.,** Brito-Rhor, M. D., & Pack, S. M. (In progress). Globalizing education: A COIL approach to exploring paralympic sports initiatives across borders. *COSMA Journal*. (IRB approved, interviews conducted, data analysis, presented, manuscript stage)

Pack, S. M., & **Jara-Pazmino, E. S.** (In progress). Transfer portal or black hole? Leaning on athletic department student-athlete support services staff in a changing collegiate athletics landscape. (IRB approved, interviews conducted, data analysis, presented, manuscript stage)

Pack, S. M., & **Jara-Pazmino, E. S.** (In progress). Why should sport organizations invest in boomerang employees? Because they have a high rate of return. (IRB approved, interviews conducted, data analysis, presented, manuscript stage)

**Jara-Pazmino, E. S.,** & Pack, S. M. (In progress). International student-athlete transitions after college. (IRB approved, interviews conducted, data analysis, presented)

Jang, W., **Jara-Pazmino, E. S.,** & Pazmino, C. (In progress). College esports athletes' coping process for academic and esports performance: A longitudinal mixed-methods study. (IRB approved, data collection complete, data analysis stage)

**Jara-Pazmino, E. S.,** Jang, W., Song, H., & Pack, S. M. (In progress). NIL brand value of international student-athletes in NCAA soccer and MLS draft: A mix-methods study. (IRB approved, data collection stage)

### *Book Chapters*

Bravo, G. A., **Jara-Pazmino, E. S.** & Pack, S. M. (Forthcoming). Sport in Latin America and the Caribbean. In E. Macintosh, G. Bravo & M. Li (Eds.), *International Sport Management*. Human Kinetics, 3<sup>rd</sup> edition.

**Jara-Pazmino, E. S.** & Pack, S. M. (Forthcoming). Women in Sport Administration in Latin America. In E. Macintosh, G. Bravo & M. Li (Eds.), *International Sport Management*. Human Kinetics. 3<sup>rd</sup> edition.

**Jara-Pazmino, E. S.** & Pack, S. M. (Forthcoming). A Decade of Latin American Sport Events Committed to Environmental Sustainability. In E. Macintosh, G. Bravo & M. Li (Eds.), *International Sport Management*. Human Kinetics. 3<sup>rd</sup> edition.

**Jara-Pazmino, E. S.** & Pack, S. M. (Forthcoming). Ironman triumphs in Latin America: A triathlete's vision and Ecuador's journey. In E. Macintosh, G. Bravo & M. Li (Eds.), *International Sport Management*. Human Kinetics. 3<sup>rd</sup> edition.

**Jara-Pazmino, E. S.**, Newell, E. M. & Pack, S. M. (Forthcoming). Name, Image and Likeness and the Impact on International Student-Athletes. In (Eds.). *Paying College Athletes*. Bloomsbury Press. ISBN 9798765119969

## CONFERENCE PRESENTATIONS

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**Jara-Pazmino, E. S.**, & Pack, S. M. (2025, May 28 - 30). *Exploring Retention and Intention to Transfer of International College Athletes* [Poster presentation]. North American Society for Sport Management Conference, San Diego, CA.

Pack, S. M., & **Jara-Pazmino, E. S.** (2025, May 28 – 30). *Funny (Sport) Business: Examining the Role of Humor in Sport Management Education* [Poster presentation]. North American Society for Sport Management Conference, San Diego, CA.

**Jara-Pazmino, E. S.**, & Pack, S. M. (2025, May 15-16). *Entrepreneurship and Multicultural Collaboration in the Sport Management Curriculum*. [Conference presentation]. COSMA NYC Symposium “Sport and the City”, New York, NY.

Newell, E. M., Morris, C. & **Jara-Pazmino, E. S.** (2025, March 19 - 21). The NCAA Academic Reforms: What Myles Brand-Era Initiatives Mean in Today's Collegiate Sport Landscape. [Conference presentation].

Jang, W. W., **Jara-Pazmino, E. S.**, Pazmino, C., Kearns, A., & Byon, K. K. (2025, March 19 - 21). *An analysis of the coping process of college esports athletes' academic and esports performance*. [Poster presentation]. College Sport Research Institute, Columbia, SC.

**Jara-Pazmino, E. S.**, & Pack, S. M. (2025, January 29 - 30). *The Impact of FoMO on NIL Pursuit among Student-Athletes* [Conference presentation]. Commission on Sport Management Accreditation Conference, Las Vegas, NV.

- Pack, S. M., & **Jara-Pazmino, E. S.** (2024, May 29 - June 1). *Leaders' right-hand partner in intercollegiate athletics* [Conference presentation]. North American Society for Sport Management Conference, Minneapolis, MN.
- Johnson, L., Ramsay-Jordan, N., **Jara-Pazmino, E. S.**, Ross, T., & Song, H. (2024). *Building Student Engagement: The Power of Experiential Learning* [Panel Conference presentation]. UWG's 11<sup>th</sup> Annual Innovations in Pedagogy Conference, Carrollton, GA.
- Jara-Pazmino, E.S.**, & Brito-Rhor, M.D. (2024, May 8). Incorporating Virtual Exchange in Sport Management Curriculum [Virtual Conference presentation] Internationalization and Athletics Summit.
- Jara-Pazmino, E. S.**, Newell, E.M., & Pack, S.M. (2024, March 20-22). *Passive aggressive: International student athletes' NIL strategies* [Conference presentation]. College Sport Research Institute (CSRI), Columbia, SC, United States.
- Jara-Pazmino, E. S.**, Pack, S. M. & Brito-Rhor, M. D. (2024, Feb 1-2). *Breaking the ice: Using Collaborative Online International Learning (COIL) to discuss disability sport and equity initiatives* [Conference presentation]. Commission on Sport Management Accreditation Conference, Montgomery, AL.
- Pack, S. M., **Jara-Pazmino, E. S.** & Jang, W. W. (2023, October 25-27). *Using COIL for an International Sport Marketing Project* [Conference presentation]. Sport Marketing Association Conference, St. Petersburg, FL.
- Jara-Pazmino, E. S.**, & Pack, S. M. (2023, June 1-3). *A brain to pick, an ear to listen, and a push in the right direction: The NASSM Faculty-student mentor program* [Conference presentation]. North American Society for Sport Management Conference, Montreal, Canada.
- Pack, S. M., & **Jara-Pazmino, E. S.** (2023, June 1-3). *Why should sport organizations invest in boomerang employees? Because they have a high rate of return* [Conference presentation]. North American Society for Sport Management Conference, Montreal, Canada.
- Pack, S. M., & **Jara-Pazmino, E. S.** (2023, May 24). *Transfer Portal or Black Hole? Leaning on Athletic Department Student-Athlete Support Services Staff in a Changing Collegiate Athletic Landscape* [Conference presentation]. Professional Association of Athlete Development Specialists PAADS Research Symposium Conference, New York, New York.
- Jara-Pazmino, E.S.**, & Brito-Rhor, M. D. (2023, Apr 26). *Building Bridges Across Cultures through Sports: A Global Classroom Collaboration Experience - Universidad San Francisco de Quito and the University of West Georgia.* [Summit virtual presentation]. 2023 Internationalization and Athletics Summit.

- Jara-Pazmino, E.S., & Pack, S. M.** (2023, March 22-24). *International student-athlete transitions after college* [Poster presentation]. College Sport Research Institute Conference, Columbia, SC.
- Jara-Pazmino, E.S., Pazmino, C. D. & Jang, W. W.** (2023, February 16-20). *Challenges and opportunities for international student-athletes within the proposed NIL Federal Legislation* [Poster presentation]. Global Sport Business Association Conference, Nassau, Bahamas.
- Jara-Pazmino, E.S., Pack, S. M. & Won, D.** (2023, Feb 22-24). *International student-athletes and OPT/CPT* [Conference presentation]. Commission on Sport Management Accreditation Conference, Tampa, FL.
- Pack, S. M., & **Jara-Pazmino, E.S.** (2022, October 26-28). *A sport marketing class can close name, image, and likeness deals too* [Conference presentation]. Sport Marketing Association Conference, Charlotte, NC.
- Jara-Pazmino, E.S., & Pack, S. M.** (2022, June 2-4). *International student-athletes within the collegiate athletics recruiting process in the post-pandemic era* [Conference presentation]. North American Society for Sport Management Conference, Atlanta, GA.
- Jara-Pazmino, E.S., & Pack, S. M.** (2022, March 23-25). *NIL... but NOT for international student-athletes* [Conference presentation]. College Sport Research Institute Conference, Columbia, SC.
- Pack, S. M., & **Jara-Pazmino, E. S.** (2021, June 3-5). *Virtually there: The evolving use of virtual and e-internships in sport management* [Conference presentation]. North American Society for Sport Management Conference.
- Jara-Pazmino, E. S., & Pack, S. M.** (2021, March 24-26). *Supporting international student-athletes in post-pandemic collegiate athletics* [Conference presentation]. College Sport Research Institute Conference.
- Jara-Pazmino, E. S.** (2020, December). *Alcanzando el éxito en el deporte: La importancia del administrador deportivo como elemento clave en el éxito del deporte amateur y profesional* [Conference presentation]. Federación Ecuatoriana de Fútbol y ISTFQ.
- Jara-Pazmino, E. S., & Pazmino, C.D.** (2019, October 16-19). *Case study: Analysis of the new sport legislation in Ecuador* [Conference presentation]. World Association of Sport Management Conference, Santiago de Chile, Chile.
- Jara-Pazmino, E. S.** (2019, May 29-31). *Mentorship as a socialization tactic for Cultural-diverse student-athletes in NCAA Division I collegiate athletics* [Poster presentation]. North American Society for Sport Management Conference, New Orleans, LA.
- Jara-Pazmino, E. S., Heere, B., & Regan, T. H.** (2018, April 12-14). *Socialization tactics for*

*cultural-diverse student-athletes in NCAA Division I collegiate athletics* [Conference presentation]. College Sport Research Institute Conference, Columbia, SC.

**Jara-Pazmino, E. S.** (2016, June 1-4). *The recruiting process of international student-athletes in U.S. collegiate athletics* [Poster presentation]. North American Society for Sport Management Conference, Orlando, FL.

## GRANT FUNDING

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**Jara-Pazmino, E. S.** (2024). *International Sport Entrepreneurship: Enhancing Learning through the COIL Methodology*. Global Sport Business Association - Junior Faculty Grant. Unfunded: \$800

**Jara-Pazmino, E.S.** (2022). *Legal issues in sport: Sport agents in Latin America*. Collaborative Online International Learning – University of West Georgia, Office of Study Abroad. **Funded: \$500**

Jang, W., **Jara-Pazmino, E.S.**, & Byon, K. (2022). *College esports athletes' coping process for academic and esports performance: A longitudinal mixed-methods study*. Janet B. Parks North American Society for Sport Management (NASSM) Research Grant Program. Unfunded: \$3,000

Jang, W., **Jara-Pazmino, E.S.**, & Byon, K. (2022). *Coping Strategies of College Esports Athletes: Longitudinal Study for Academic and Esports Performances*. Sport Marketing Association (SMA) Research Grant Program. Unfunded: \$1,500

Jang, W., & **Jara-Pazmino, E.S.** (2022). *Longitudinal study examining coping strategies for college esports athletes: Academic and esports performances perspective*. University of West Georgia, College of Education Seed Grant. **Funded: \$1,000**

**Jara-Pazmino, E.S.** (2021). *International Sport Management UWG – Ecuador USFQ, Sponsorship Strategy Project*. University of West Georgia, Virtual Exchange Seed Support. Unfunded: \$1,060.

**Jara-Pazmino, E. S.** (2021). *International Sport Management UWG – Ecuador USFQ, Multicultural Marketing Promotion*. University of West Georgia, Virtual Exchange Seed Support. **Funded: \$960.**

**Jara-Pazmino, E. S.** (2020). *Student-athlete turnover in Division II NCAA Institutions: Exploratory study*. University of West Georgia, Faculty Research Grant FY 2021. Unfunded: \$3,440.

**Jara-Pazmino, E. S.** (2020). *The sport industry challenge of keeping sport fans engagement in the post-COVID period*. University of West Georgia, Summer Writing Grant Workshop. **Funded: \$1,000.**

**Jara-Pazmino, E. S.,** Heere, B., & Regan, T. (2017). *Organizational socialization for newcomer student-athletes with significant difference between their regional/national culture and the team culture*. NCAA Innovations in Research and Practice Grant Program. Unfunded: \$7,450.

## **PROFESSIONAL DEVELOPMENT**

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**Quality Matters: Applying the QM Rubric (APPQMR)** Aug 2023  
Certificate of Completion

**Quality Matters: Designing Your Online Course (DYOC)** Jun 2020  
Certificate of Completion

## **STUDENT ENGAGEMENT & EXPERIENTIAL LEARNING ACTIVITIES**

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**Research Advisor – COSMA NYC Symposium** May 2025

*University of West Georgia*

- Elise Higgins – Graduate Student [Oral presentation]  
Exploring the impact of mental health resources on college student-athletes: Barriers, support systems, and intervention strategies.
- Chelsea Littlejohn – Graduate Student [Oral presentation]  
Ryan Whitley – Undergraduate Student  
Exploring fan engagement in college athletics mid-major Division I institutions
- Case Study Competition  
Elise Higgins, Ryan Whitley, Jaepil Choi

*Universidad San Francisco de Quito*

- Martin Saona – Graduate Student [Oral presentation]  
Sebastian Vallejo – Graduate Student [Oral presentation]  
The role of social media management in sponsorship acquisition for soccer teams.

### **Dissertation Advisor**

- Emmie Leigh Cass – Ed.D in Higher Education Administration **Dec 2024**  
Rose Colored Glasses: Inequalities in Collegiate Athletics from the Female Student-Athlete Perspective: A Qualitative Study

**AY 23-24 Student Research Assistant Program (SRAP)** AY 2023-2024

- Will Gates – Undergraduate research project  
Technological Tools for Student-athlete Brand Building in the NIL Era. **Award: \$1,500.**

### **Case Cup Competition – CSRI**

**Spring 2023, 2024**

- Samantha Lewis and Chelsea Littlejohn – Graduate competition
- Samantha Lewis and Jay Vinson – Graduate competition

<b>Graduate Student Research Presentation – CSRI</b>	<b>Spring 2021</b>
<ul style="list-style-type: none"> <li>▪ Corrian Lewis-Ward - Technology for Sport Performance</li> </ul>	
<b>Virtual Student Exchange Experience</b>	<b>Summer 2021</b>
<ul style="list-style-type: none"> <li>▪ Students from the University of West Georgia and Universidad San Francisco de Quito worked on multicultural sport marketing campaign for an event in Ecuador.</li> </ul>	
<b>UWG Sport Sales Competition - Atlanta Hawks</b>	<b>Fall 2020</b>
<ul style="list-style-type: none"> <li>▪ Planned and implemented a student-sales online competition for 36 students with the Atlanta Hawks sales department.</li> </ul>	
<b>National Collegiate Sports Sales Championship</b>	<b>2020 &amp; 2021</b>
<ul style="list-style-type: none"> <li>▪ Dante Miller</li> <li>▪ Cameron Ramsey</li> <li>▪ Dominick Stanley</li> </ul>	2021 2021 2021 - 2020

**SERVICE - UNIVERSITY/COLLEGE/DEPARTMENT**

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**University of West Georgia**

*University Level - Faculty Senate Committee* Aug 2020-Jul 2025

- Senator – General meetings
- Subcommittee Chair – Internationalization and Diversity Committee

*College of Education Level - Personnel Committee*

- Member – General meetings Aug 2024-Jul 2026
- Member – General meetings Aug 2020-Jul 2022

*College of Education Level - Scholarship Committee*

- Committee Member – analyzed 100 candidates Jan 2020-2021
- Committee Member – analyzed 100 candidates Feb 2021
- Committee Member – analyzed 100 candidates Feb 2020

*Program Level – M.S. Sport Management Coordinator*

- Scheduling responsibilities Aug 2020-July 2024
- Assessment of the program
- Promotion and recruiting for the program
- Advise approximately 15-25 graduate students per semester

*Program Level - Curriculum, Instruction, and Assessment CIA*

- Sport Management Undergraduate Aug 2020-Present
- Sport Management Graduate

*ABM Sport Management Committee*

- Accelerated Bachelor to Master July 2022

*Program Level - LinkedIn Sport Management Group*

Aug 20 - Present

- Undergraduate – Graduate and Alumni professional network

*Program Level – Internationalization Committee* Jul 2022 – Present  
 ▪ Committee Coordinator

*Program Level - Conference and Competitions* Aug 19-May 2022  
 ▪ Committee Coordinator

**University of South Carolina**

*Conference Moderator*

- CSRI College Sport Research Institute 2016
- SEVT Sport Entertainment and Venues Tomorrow 2015 – 2018

**SERVICE – SPORT MANAGEMENT FIELD**

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**Frontiers in Sports and Active Living - Sport Psychology** Sep 2023  
*Reviewer*

**Sport Innovations Journal** Aug 2023  
*Reviewer*

**HONORS AND AWARDS**

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**University of West Georgia**

- Nominated to “Professional Association of Academic Advisors” **May 2025**  
 Faculty Partnership Award
- Mid-Year Award – Program Recognition B.S Sport Management **Dec 2024**
- Mid-Year Award – Program Recognition M.S Sport Management **Dec 2024**

**University of West Georgia** **Dec 2022**  
 Leading the Pack, Program Recognition M.S. Sport Management

**University of South Carolina**

- Nominated**, Distinguished Teacher of the Year **May 2019**
- Second Place**, Outstanding Student Research Presentation, **May 2016**

**Southern Regional Educational Board** **2016 - present**  
 Scholarship Recipient of the SREB Scholar Program

**PROFESSIONAL WORK EXPERIENCE**

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**HABLA, Hispanic Assistance, and Bilingual Language Access** **2015**  
 Interpreter and document translator

- Translated documents for the South Carolina Department of Social Services.
- Conducted simultaneous interpretation English-Spanish during Department of Social Services meetings caseworker-client.

**University of South Carolina, Columbia** **2014 – 2015**  
 Graduate Assistant, Sport Economics

- Assisted with class supervision and grading
- Assisted with economic impact research

Graduate Assistant, Sport Tourism **2015**

- Assisted with class supervision and grading

Graduate Assistant, Venue Management **2015 – 2016**

- Assisted with class supervision and grading

**Universidad San Francisco de Quito, Ecuador** **2005 - 2013**  
 Athletic Director (2008 – 2013)

- Planned and implemented a project to start competitive sport teams and community participation at the university and club level
- Supervised and coordinated 20 athletic coaches (sports classes and competitive teams)
- Accomplished legal eligibility for club participation, under Ecuador’s sports laws
- Increased media recognition and public relations within the City
- Remodeled the sports facilities for the use of students and staff

Women’s Basketball Coach (2006 – 2011)

- Developed the Women’s Basketball Team into a highly competitive university and club team
- Trained two student-athletes to become part of the National Team

Men’s Basketball Coach (2005 – 2007)

- Served as Interim Coach of the men’s basketball team
- Developed 3 Intercollegiate tournaments among city contenders

**Ecuadorian Basketball Federation, Quito, Ecuador** **2012 - 2013**  
 National Women’s Basketball, Team Director

- Represented Women’s Basketball senior team, within the country
- Scouting, training camps, and international competition

### **ATHLETIC EXPERIENCE (BASKETBALL)**

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**Professional Ecuadorian League**

**Club Mavort**, point guard, 2<sup>nd</sup> place **2010**

**Club Espe**, point guard, 1<sup>st</sup> place **2007**

**Ecuador National Team**

**Senior**, member of the team **1998 - 2005**

**U18**, Captain of the team **1996 - 1998**

**U16**, Captain of the team MVP South American Tournament **1995 - 1996**

**University of Michigan** **1998 – 2002**

NCAA post-season appearances Team Honors, Best Defender	2000 - 2001 2002
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## MEMBERSHIPS

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North American Society for Sport Management	2015 - present
Sports Lawyers Association	2022
Women in Sports Law WisLAW	2020 - 2021
World Association of Sport Management (WASM)	2019 - 2020

## PREVIOUSLY TAUGHT COURSES

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University of West Georgia, Carrollton	Aug 2019 - Present
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### Graduate Level Courses:

#### ***Sport Management Capstone - online - (asynchronous)***

A culminating experiential learning experience for the Sport Management Master's program whereby students will complete a practical or research project that integrates content and skills acquired in the core and concentration courses.

#### ***Student-Athlete Development - online - (asynchronous)***

Students will learn about the main skills utilized by athlete development specialists including financial literacy, media literacy, professionalism and behavior, mental and emotional health, career development, and transitions.

#### ***Intercollegiate Athletics Management - online - (asynchronous)***

Students will study the athletic department's multiple units, including academics, eligibility, business and finance, media relations, development, and student support services.

#### ***Compliance and Eligibility - online - (asynchronous)***

The primary focus will be on National Collegiate Athletic Association compliance regulations in all three divisions. Students will learn best practices for monitoring eligibility and effective methods for ensuring athletic administration compliance with institutional, conference, and national association regulations.

#### ***Sport Law - online - (asynchronous)***

This course examines legal issues associated with the operation of sport properties. The goal of the course is for students to develop managerial thinking that is both focused on current legal issues and proactive in mitigating risk.

#### ***Name, Image and Likeness in College Athletics - online - (asynchronous)***

Intercollegiate Athletics is a dynamic model that has evidenced a major shift in the rules governing the ability of student-athletes to monetize their name, image, and likeness (NIL). This class serves as an introduction to NIL from the legal, marketing, and financial perspective. The content of the class will guide students on how to develop, activate, and monetize an athlete's brand to achieve short and long-term goals.

***Revenue Generation – (asynchronous)***

This course is designed to provide comprehensive coverage of the many traditional sources of revenue available to sport properties. In addition, students will be encouraged to think entrepreneurially to foster the development of new platforms for revenue acquisition. Some of the topics to be covered include fundraising, ticket sales, licensing, and sponsorships.

Undergraduate Level Courses:

***International Sport Management – online – (asynchronous)***

This course will give the student a global perspective on sport management on a global stage, including marketing, facilities, law, finance, ethics, and governance.

***Legal Issues for Sport Management – online – (asynchronous)***

Examination of major legal issues in sport management. Emphasis on providing legally sound programs that reduce the risk of litigation.

***Sales and Promotion in Sport – Face to Face***

The course will concentrate on both the theory and practice of sales B2B and B2C. The students will participate in a role-play competition by pitching a product to a buyer.

***Introduction to Sport Management - Face to Face***

This course covers a basic overview of the sport management industry. Explains and contrast job qualification, requirements, and conditions in the sport industry. Discusses the career options available in each industry segment.

***Sociology of Sport – Face to Face***

This course aims to make students aware of the impact of sport on society and its influence on American culture and cultures around the world.

***Marketing and Promotion – Face to Face***

This course provides students with the fundamentals, basic concepts, and applications of marketing. The students learn to understand the importance of the marketing field in the business process.

**Universidad San Francisco de Quito**

**Aug 2019 – 2024**

Adjunct Instructor

***Entrepreneurship – online (synchronous) - Spanish***

The methodology based on Design Thinking is used. A Canvas business model allows: for generating added value for clients, entrepreneurship, the community, the environment, and investors. The aim is to present a brief review of the multidisciplinary work that occurs in various industries and the entrepreneurship ecosystem in Ecuador and globally.

***Negotiation – online (synchronous) - Spanish***

In this course, students learn how to prepare to conduct negotiations and understand how to evaluate alternatives and build a collaborative environment. Additionally, they will

understand the importance of thinking beyond positions, to develop agreements that benefit both parties involved in a negotiation.

***Strategic Analysis – online (synchronous) - Spanish***

This is the last course of the program where students apply all the information obtained in previous classes to a hypothetical situation within a company in Ecuador.

***Introduction to Marketing – online (synchronous) – Spanish***

This course provides students with the fundamentals, basic concepts, and applications of marketing. The students learn to understand the importance of the marketing field in the business process.

***Digital Marketing – online (synchronous) - Spanish***

This course provides a general overview of the field of digital marketing. The students become familiar with basic concepts, terminology, and general strategies used in digital marketing.

**University of South Carolina, Columbia**  
Instructor

**2016 – 2019**

Undergraduate Level Courses:

***International Sport Management - Face to Face***

This course familiarizes students with the history, current issues, and future opportunities in the international sport industry. Identify segments of the international sport industry such as structure, governance, marketing, law, economics, finance, and business.

***Introduction to Sport Management - Face to Face***

This course covers a basic overview of the sport management industry. Explains and contrast job qualification, requirements, and conditions in the sport and entertainment industry. Discusses the career options available in each industry segment.

***Collegiate Sports - Face to Face***

This course discusses the extent to which major college sport supports NCAA hegemony related to issues of social class, ethnicity, educational access, commercialization, and corporatization in contemporary American society.

***Sport and Entertainment Marketing - Face to Face***

This course reviews sport and entertainment marketing concepts and theory, as well as marketing research, strategy, segmentation, branding, sponsorships, public relations, and event marketing.