

MICHAELA KOURMOULIS

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109 Cub Ln
Ringgold, GA 30736

EDUCATION

PhD	Troy University, Sport Management In Progress	Present
MS	University of Central Florida, Sport Business Management DeVos Sport Business Management Program Graduate Assistant to Dr. Richard Lapchick	May 2016
MBA	University of Central Florida, Business Administration DeVos Sport Business Management Program Graduate Assistant to Dr. Richard Lapchick	December 2015
BS	University of Tennessee, Knoxville, Recreation & Sport Management Graduated Summa Cum Laude Business Minor Member of Chancellor's Honors Program	May 2014

TEACHING EXPERIENCE

July 2020 - Present

Covenant College, Lookout Mountain, GA

ASSISTANT PROFESSOR, SPORT MANAGEMENT – BUSINESS DEPARTMENT

- Creating and instructing courses in sport management curriculum to include the following courses:
 - SPM 205: Principles of Sport Management
 - SPM 250: Experiential Learning in Sport
 - SPM 275: Athletics in Secondary & Higher Education
 - SPM 308: Marketing & Communication in Sport
 - SPM 318: Sport Facility & Event Management
 - SPM 345: Sales & Sponsorship in Sports
 - SPM 405: Leadership in Sport Organizations
 - SPM 406: Sport Law & Ethics
 - SPM 484: Internship in Sport Management
 - SPM 492: Sport Management Capstone
- Coordinating yearly student trips for experiential learning at the College Football National Championship Game, NCAA Men's Final Four, Daytona 500, and NFL Super Bowl
- Organizing student volunteer opportunities at Mercedes-Benz Stadium (Atlanta Falcons & Atlanta United), Talladega Superspeedway (GEICO 500 & Yellowwood

500), Chattanooga Lookouts, Chick-fil-A Kickoff Game, Chick-fil-A Peach Bowl, and SEC Men's Basketball Tournament

- Advising and mentoring all sport management students on progress towards graduation, internships, and capstone projects as capstone coordinator
- Continually establishing relationships with local organizations at all levels of sport to help place students in internships and entry-level positions

PROFESSIONAL EXPERIENCE

December 2015 – June 2020

Talladega Superspeedway, Talladega, AL

BUSINESS DEVELOPMENT ACCOUNT EXECUTIVE

- Responsible for generating sales in all areas of the track, including sponsorship, display, signage and corporate hospitality
- Grew initial book of business from \$250,000 to over \$700,000
- Event coordination and logistics in relation to assigned fulfillment areas
- Assist with fulfillment and activation of partner assets
- Exceeded year one sales goal by almost triple, sold Xfinity Entitlement within first 3 months

August 2014 – December 2015

**University of Central Florida DeVos Sport Business Management Program,
Orlando, FL**

GRADUATE ASSISTANT TO DR. RICHARD LAPCHICK

- Edited, fact-checked The Institute for Diversity and Ethics in Sport (TIDES) racial and gender report cards for professional leagues and collegiate athletics
- Assisted with planning and implementation of Shut Out Trafficking events
- Managed and created content across multiple social media platforms, resulting in over 50% increase in Twitter followers

August 2015 – December 2015

Jacksonville Jaguars, Jacksonville, FL

GAME DAY EVENTS STAFF

- Assisted with on-field promotions and halftime shows
- Supported game production staff throughout game day
- Set up pre-game including Fan Entertainment Zone, player intros, national anthem stage, etc.

October 2014 – December 2015

Orlando Magic, Orlando, FL

RETAIL ASSOCIATE / ROAMING EXPERT FAN SERVICES CREW

- Retail: Interacted with customers by recommending, describing, and locating products
- Computed sales price, totaled purchases and received payment from customers
- Fan Services: Assisted all fans with questions, especially for Magic mobile app

August 2014 – December 2014

Tampa Bay Buccaneers, Tampa, FL

AREA SUPERVISOR

- Maintained and enhanced quality of fan experience in the 300 level west concourse
- Ensured concession stands, restrooms, merchandise booths, and all promotional booths were operating at highest capacity
- Resolved customer complaints and communicated major issues to command center

January 2014- June 2014

USA Water Ski Foundation, Polk City, FL

MARKETING INTERN

- Designed the Foundation's first four year strategic plan booklet in InDesign
- Assisted with all event planning & implementation of Water Ski Hall of Fame Induction
- Doubled merchandise sales at the 55th Masters Water Ski Tournament from previous year

August 2012- May 2013

The University of Tennessee Athletic Development Department, Knoxville, TN

STUDENT INTERN

- Answered phone inquiries about season tickets, parking, and other sport related questions
- Organized and helped with event preparation and management
- Helped monitor and track membership, events, gifts, and donations

PUBLICATIONS

Kourmoulis, M., Polite, F., Waller, S. (2021). Building Brand Identity via Sports. In J. W. Lee, B. A. Cianfrone, & E. Gregg (Eds.), *Branding in Higher Education: Every University Tells a Story* (pp. 53–61). Carolina Academic Press.

Robbins, M., & Polite, F. G. (2014). The Most Powerful Mouse in the World: The Globalization of the Disney Brand. *The Global Journal of Management and Business Research*. Vol 14, Sept. 14. Available at <<http://journalofbusiness.org/index.php/GJMBR/article/view/1441>>

GRANTS & AWARDS

(2014) *Visit Florida – Cultural, Heritage, Nature and Rural Tourism Grant*. Principal Writer. Provide an income-generating recreational weekend destination for small to large groups at Lake Grew through The USA Water Ski Foundation. Polk City, FL **\$5,000**

Phi Kappa Phi Honor Society, University of Tennessee Chapter (elected 2013)

Southeastern Conference Academic Honor Roll (2010-2011)

LEADERSHIP & SERVICE

Dance Instructor at Infinity Dance Connection in Chattanooga, TN (2020- Present)

Professional mentor to undergraduate students at Shenandoah University in their LAMP Program (2019 – 2022)

Dance Instructor at DanceWorks in Odenville, AL (2019-2020)

Frontline Outreach volunteer, assisted with after-school program in Orlando, FL (2014-2015)

USA Dance Alzheimer's Ballroom Lessons, Orlando, FL (2014-2015)

Habitat for Humanity Project Volunteer (2013-2015)

PROFESSIONAL MEMBERSHIPS

Christian Society for Kinesiology, Leisure, and Sport Studies (Sept 2020- Present)

CONFERENCES/PROFESSIONAL MEETINGS ATTENDED

Georgia Highlands College Sport Business Conference (April 28, 2023)

Christian Society for Kinesiology, Leisure & Sport Studies (CSKLS) Conference- Virtual Attendee (June 2022)

Center for Christianity in Business: Staying Faithful to Biblical Ethics in the Marketplace: Possible, Optional, or Required? (February 2022)

NASSM Virtual Sports Conference: The Business of Sports (September 2020)

Christian Society for Kinesiology, Leisure & Sport Studies (CSKLS) Virtual Conference (June 2020)

Sport Business Journal Brand Engagement Summit (2015) Chicago, IL

PROFESSIONAL AFFILIATIONS

Indiana Sports Corp - Host Committee CFP National Championship (2022)
Greater New Orleans Sports Foundation - Host NCAA Men's Final Four (2022)
Arizona Super Bowl Host Committee - Host NFL Super Bowl (2023)
Houston Local Organizing Committee - Host NCAA Men's Final Four (2023)
Peach Bowl, Inc. - Chick-fil-A Kickoff Game & Chick-fil-A Peach Bowl
Chattanooga Sports - Iron Man, BlueCross Bowl
Daytona International Speedway - Daytona 500
Talladega Superspeedway - GEICO 500, Yellawood 500
National Football League (NFL)
Chattanooga Lookouts (MiLB)
Chattanooga Red Wolves (USL League One)
Chattanooga Football Club (NISA)
Atlanta Falcons (NFL)

Atlanta United (MLS)
Atlanta Dream (WNBA)

REFERENCES

- 1. Chance Jones**
Talladega Superspeedway
Director of Marketing Partnerships & Sales
3366 Speedway Blvd
Talladega, AL 35160

Phone: 256-761-4707
Email: cjones@talladegasuperspeedway.com
Relationship: Supervisor
Years Known: 4.5 years
- 2. Dr. Fritz Polite**
Shenandoah University
Assistant Vice President – Opportunity Development
1460 University Dr
Winchester, VA 22601

Phone: 407-758-0811
Email: fpolite@su.edu
Relationship: Undergraduate Professor/Mentor
Years Known: 10 years
- 3. Dan Carlson**
The University of Alabama, Birmingham
Senior Associate Athletics Director – Administration
1720 2nd Ave S
Birmingham, AL 35294

Phone: 865-387-5078
Email: dcarlson@uab.edu
Relationship: Former Internship Director
Years Known: 8 years
- 4. Dr. Richard Lapchick**
The University of Central Florida
Chair, DeVos Sport Business Management Program
4000 Central Florida Blvd
Orlando, FL 32816

Phone: 407-823-4887
Email: rlapchick@ucf.edu
Relationship: Graduate Professor/Mentor
Years Known: 6 years