

MICHAEL M. GOLDMAN

Associate Professor, Sport Management Program, University of San Francisco
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(925) 464-9795, mmgoldman@usfca.edu

EDUCATION

DBA, Marketing, University of Pretoria, April 2014

- Distinctions received for Macro-environment of Business; and Strategic Marketing.

MBA, Management, University of Pretoria, April 2005

- Distinctions received for Organizational Behavior; and SA & the World 1994-2004.

PMD, Management, University of Pretoria, 2001

- Top Student Award
- Distinctions received for The New Economy; Creating & Developing the New Organization; Project Management; Accounting; Leadership & People Development; Marketing; and Operations Management.

B.PrimEd, Education, University of Port Elizabeth, 2000

- Colors of the University of Port Elizabeth received for contribution to AIESEC
- Student Societies Member of the Year
- Distinctions received for Mathematics (Primary Teaching); General Science; Mathematics (Special); and Computer Literacy for Student Teachers.

TEACHING

My teaching in North America, India, and Africa assists students and practicing managers to enhance their individual and organizational competitiveness, especially in terms of acquiring, growing and retaining profitable customers and fans.

UNIVERSITY OF SAN FRANCISCO, UNITED STATES OF AMERICA

Associate Professor, Sport Management Program, July 2017 - current

- M.A. Course (Designed) – Sport Marketing (Every Fall & Spring, San Francisco & Orange County)
- M.A. Course (Designed) – Business Development & Sales (Every Fall & Spring, San Francisco & Orange County)
- M.A. Course (Designed) - Global Sport Immersion Week: Study Abroad South Africa (Every Spring, San Francisco & Orange County)

Assistant Professor, Sport Management Program, August 2013 - July 2017

- M.A. Course (Designed) – Sport Marketing (Every Fall & Spring, San Francisco & Orange County)
- M.A. Course (Designed) – Business Development & Sales (Every Fall & Spring, San Francisco & Orange County)
- M.A. Course (Designed) - Global Sport Immersion Week: Study Abroad South Africa (Every Spring, San Francisco & Orange County)
- M.A. Course (Designed) – Building Revenue Generating Partnerships (Spring 2016, Online)
- M.A. Course (Designed) – Directed Study (Range of topics, annually since 2014, San Francisco & Orange County)

Invited to be keynote speaker on *Case Research in Emerging Markets* at the Taiwanese Case Study Club in Taipei, Taiwan, 2020.

Invited to be keynote speaker on *Case Research Development* at the Annual Conference of the Business Association of Latin American Studies (BALAS) in Bogota, Colombia, 2020.

Invited to be panel speaker on *Meet the Editors* at the Annual Conference of the Business Association of Latin American Studies (BALAS) in Bogota, Colombia, 2020.

Invited to present webinar on *How to write teaching cases* for Emerald Publishing in Latin America, 2020.

Invited to present a *Case Research Development Workshop* webinar for the Universidad Peruana de Ciencias Aplicadas in Lima, Peru, 2020.

Facilitated webinar on *Case development* for Case Research Foundation & Emerald Publishing, 2020.

Guest contributor to *Wine Business Case Research Journal* Blog on *Frequently Asked Questions about Online Teaching*, 2020

Invited to present on Emerald Publishing sponsored panel, *Bridging the Research/ Application Gap with Cases*, at the Association to Advance Collegiate Schools of Business (AACSB) International Conference, Hawaii, 2018

Invited to present a *Teaching Cases Workshop* at the Latin American Association of Cases (ALAC) Conference, Colombia, 2018.

Invited to present webinar on *Case Study Writing & Publishing* for the Emerald Publishing and Central and East European Management Development Association (CEEMAN) case study competition, 2018

Invited to present webinar on *Case Study Writing & Publishing* for the Emerald Publishing and African Association of Business Schools (AABS) case study competition, 2018

Invited to present the *Case Study Writing and Teaching* course on behalf of the Indian Institute of Technology Delhi, as part of the Government of India-funded Global Initiative of Academic Networks (Spring 2018).

Invited to present lecture on *Sport Business Models in the U.S.* to the Indian Institute of Technology Delhi Executive Management Program (Spring 2018)

Invited to present lecture on *Team dynamics & relationships* to the Indian Institute of Technology Delhi MBA Program (Spring 2018)

Invited to present lecture on *Sport brand development* to the Indian Institute of Technology Delhi MBA Program (Spring 2018)

Invited to present lecture on *Digital Marketing* to Gordon Institute of Business Science Executive Education study visit to San Francisco (Fall 2017).

Invited to present lecture on the *Business of Sport in the U.S.* to Gordon Institute of Business Science MBA Global Elective study visits to San Francisco (Every Fall since 2014).

Invited to present lecture on *Sport & Culture in South Africa* to the Western Carolina University (Fall 2015).

Invited to participate in a panel discussion on *Teaching Sport Strategy Case Studies in Strategic Management Courses* with Nola Agha, Sally Baack, Jess Dixon, & Leslie Goldghen at the Western Academy of Management, Napa (Spring 2014).

UNIVERSITY OF PRETORIA, SOUTH AFRICA

Adjunct Faculty, Gordon Institute of Business Science, 2013-current

Senior Lecturer, Gordon Institute of Business Science, 2007-2013

Lecturer, Gordon Institute of Business Science, 2005-2007

- MBA Course (Designed) – Marketing
- Post-Graduate Diploma in Business Administration Course (Designed) – Marketing
- Program for Management Development Course (Designed) – Marketing
- Strategic Marketing Course (Designed) - Marketing
- Numerous open and closed executive education courses for companies including PepsiCo, SuperSport International, Barclays, HP, MultiChoice Africa, GoldmanSachs, KPMG, MTN Group, FirstRand Banking Group, Nokia, Nedbank, BancABC, Absa, Comair, Standard Bank, Bankseta, Telkom, British American Tobacco, Zurich Insurance, AMSCO, Group Five, Implats, Cell C, and the Country Club Managers Association of South Africa

Invited to co-present a *Case Study Teaching* workshop at the annual Faculty Seminar at the Gordon Institute of Business Science, January 2019 & 2020.

Invited to lead Plenary Session for PhD and DBA Program students on *Real Research Impact* for the Gordon Institute of Business Science, August 2018 & 2020.

Invited to present a *case study demonstration lecture* to Faculty from Nigeria, Ghana and South Africa at the Association of African Business Schools Teaching the Practice of Management Program in June 2013.

Faculty leader for MBA Global Elective study visits to India (2005), South Korea (2006), and the U.S. (2007 & 2008 & 2013).

INDIAN INSTITUTE OF MANAGEMENT, ROHTAK

Visiting instructor, Executive Post Graduate Diploma in Sports Management, 2019-2020

- Advanced Sport Marketing Course (Designed) – Sport Marketing
- International Sports Management Course (Designed) – Sport Management

STRATHMORE UNIVERSITY, KENYA

Adjunct Faculty, Strathmore Business School, 2009-2012

- Advanced Management Program Course (Designed) – Global Marketing
- Program for Management Development Course (Designed) – Marketing
- CEO Summit (Designed) – Social Media Marketing

PAN-ATLANTIC UNIVERSITY, NIGERIA

Adjunct Faculty, Lagos Business School, 2013

- International Management Program (Designed) – Marketing

RESEARCH

My research in North America, South America, and Africa contributes to a deeper understanding of management decision-making, especially in terms of acquiring, growing and retaining profitable customers and fans.

PEER-REVIEWED JOURNAL ARTICLES

Goldman, M. M., & Hedlund, D. P. (In Press). Rebooting Content: Broadcasting Sport & Esports to Homes During COVID-19. *International Journal of Sport Communication*.

Blake, J., Fourie, S., & Goldman, M. M. (2018). The relationship between sports sponsorship and corporate financial returns in South Africa. *International Journal of Sports Marketing and Sponsorship*, <https://doi.org/10.1108/IJSMS-12-2016-0088>.

Agha, N., Goldman, M. M., & Dixon, J. (2016). Rebranding: The Effect of Team Name Changes on Club Revenue. *European Sport Management Quarterly*, 16(5), 673-693.

Goldman, M. M., Chadwick, S., Funk, D. C., & Wocke, A. (2016). I am distinctive when I belong: Meeting the need for optimal distinctiveness through team identification. *International Journal of Sport Management and Marketing*, 16(3/4/5/6), 198-220.

Martin, L., & Goldman, M. M. (2015). A process model of sport fan detachment. *African Journal of Physical, Health Education, Recreation and Dance*, 21(3:2), 1030-1046.

Rascher, D. A., & Goldman, M. M. (2015). Tracking the Dollars: How economic impact studies can actually benefit managerial decision making. *Sport & Entertainment Review*, 1(1), 15-19.

Kruger, T. S., Goldman, M. M., & Ward, M. (2014). The impact of new, renewal and termination sponsorship announcements on share price returns. *International Journal of Sport Marketing & Sponsorship*, 15(4), 223-238.

Kleyn, N., Abratt, R., Chipp, K., & Goldman, M. M. (2012). Building a strong corporate ethical identity: Key findings from suppliers. *California Management Review*, 54(3), 61-76.

Goldman, M. M. (2011). Post-crisis sports marketing business model shifts. *Managing Global Transitions*, 9(2), 171-184.

Goldman, M., and Johns, K. (2009). Sportainment: Changing the pace of limited-overs cricket in South Africa. *Management Decision*, 47(1), 124-136.

Chipp, K., Goldman, M., and Kleyn, N. (2007). What they really think: Resolving methodological issues in supply chain ethics research. *Acta Commercii*, 7, 112-122.

PEER-REVIEWED CASE STUDIES AND TEACHING NOTES

“I’ve done a lot of statistical work in my career. But, that work would never allowed me to accomplish whatever I’ve accomplished because it simply doesn’t capture enough of the reality of management. We need to keep this balance between rigorous methodology-based academic work and case research – in-depth, clinical, longitudinal case research... without this balance, we will never make progress in this field... undertaking case studies has been fundamental to every bit of work that I’ve done.” Dr. Michael E. Porter, Bishop William Lawrence University Professor, Harvard University

Goldman, M. M., Shah, G., Agha, N., & Esguerra, F. (2020). *Warriors Gaming Squad: A marketing slam dunk or a long shot?* (Case reference 9B20A076). London, Ontario: Ivey Publishing.

Goldman, M. M., Shah, G., Agha, N., & Esguerra, F. (2020). *Warriors Gaming Squad: A marketing slam dunk or a long shot?* (Teaching Note reference 8B20A076). London, Ontario: Ivey Publishing.

Goldman, M. M., & Duran, M. M. (2019). Brita’s Stephen Curry sponsorship splash [Case study]. *Case Research Journal*, 39(3), 1-14.

Goldman, M. M., & Duran, M. M. (2019). Brita’s Stephen Curry sponsorship splash [Instructor Manual]. *Case Research Journal*, 39(3).

Goldman, M. M., & Duran, M. M. (2019). *Fancam: A new channel management strategy*. (Case reference 9B19A037). London, Ontario: Ivey Publishing.

Goldman, M. M., & Duran, M. M. (2019). *Fancam: A new channel management strategy*. (Teaching Note reference 8B19A037). London, Ontario: Ivey Publishing.

Rascher, D. A., & Goldman, M. M. (2017). Determining Fair Market Value for Duke’s Sporting Goods Store [Case study]. *Case Studies in Sport Management*, 6(1), 95-99.

Rascher, D. A., & Goldman, M. M. (2017). Determining Fair Market Value for Duke’s Sporting Goods Store [Teaching Note]. *Case Studies in Sport Management*, 6(1).

Mazinter, L., Goldman, M. M., & Lindsey-Renton, J. (2017). Cricket South Africa’s Protea Fire brand [Case study]. *Emerald Emerging Markets Case Studies*, 7(1), 1-15.

Mazinter, L., Goldman, M. M., & Lindsey-Renton, J. (2017). Cricket South Africa’s Protea Fire brand [Teaching note]. *Emerald Emerging Markets Case Studies*, 7(1), 16-23.

Goldman, M. M., Reyneke, M., & Mhizha, T. (2016). Building the BrightRock brand through Change [Case study]. *Emerald Emerging Markets Case Studies*, 6(3), 1-15.

Goldman, M. M., Reyneke, M., & Mhizha, T. (2016). Building the BrightRock brand through Change [Teaching note]. *Emerald Emerging Markets Case Studies*, 6(3), 16-23.

Goldman, M. M., Agha, N., & Duran, M. (2016). *Redefining the Super Bowl*. (Case reference MCC-00617). Amherst, MA: Mark H. McCormack Case Study Collection.

Goldman, M. M., Agha, N., & Duran, M. (2016). *Redefining the Super Bowl*. (Teaching Note reference to follow). Amherst, MA: Mark H. McCormack Case Study Collection.

- Goldman, M. M., Lindsey-Renton, J., & Hofmeyr, K. (2015). *Jacques Faul and Cricket South Africa* (Case reference 9B15C035). London, Ontario: Ivey Publishing.
- Goldman, M. M., & Hofmeyr, K. (2015). *Jacques Faul and Cricket South Africa* (Teaching Note reference 8B15C035). London, Ontario: Ivey Publishing.
- Mazinter, L., Kleyn, N., Goldman, M. M., & Lindsey-Renton, J. (2015). *Banking on social media (A)* (Case reference 9B14A070). London, Ontario: Ivey Publishing.
- Mazinter, L., Kleyn, N., Goldman, M. M., & Lindsey-Renton, J. (2015). *Banking on social media (B)* (Case reference 9B14A071). London, Ontario: Ivey Publishing.
- Mazinter, L., Kleyn, N., Goldman, M. M., & Lindsey-Renton, J. (2015). *Banking on social media (A) and (B)* (Teaching Note reference 8B14A070). London, Ontario: Ivey Publishing.
- Goldman, M. M., & Lindsey-Renton, J. (2014). *Business Systems Group and the Triathlon Sponsorship Question* (Case reference 9B13A052). London, Ontario: Ivey Publishing.
- Goldman, M. M., & Lindsey-Renton, J. (2014). *Business Systems Group and the Triathlon Sponsorship Question* (Teaching Note reference 8B13A052). London, Ontario: Ivey Publishing.
- Fisher, G., & Goldman, M. M. (2013). *Beyond Epic: Building the business beyond a single event* (Case reference 9B13M051). London, Ontario: Ivey Publishing.
- Fisher, G., & Goldman, M. M. (2013). *Beyond Epic: Building the business beyond a single event* (Teaching Note reference 8B13M051). London, Ontario: Ivey Publishing.
- Goldman, M. M., & Lindsey-Renton, J. (2012). *Growing the Mamas & Papas brand* (Case reference 9B11A044). London, Ontario: Ivey Publishing. [
- Goldman, M. M. (2012) *Growing the Mamas & Papas brand* (Teaching Note reference 8B11A044). London, Ontario: Ivey Publishing.
- Goldman, M. (2010). *Tedcor: Profitably Creating Sustainable Enterprises While Enhancing Government Service Delivery* (Case reference B092). New York: United Nations Development Programme.
- Goldman, M. (2010). *Kuyasa CDM Project: Renewable Energy Efficient Technology for the Poor* (Case reference B070). New York: United Nations Development Programme.
- Goldman, M. (2008). *General De La Rey and the Blue Bulls* (Case reference 9B08A010). London, Ontario: Ivey Publishing.
- Goldman, M. (2008). *General De La Rey and the Blue Bulls* (Teaching Note reference 8B08A10). London, Ontario: Ivey Publishing.
- Goldman, M. (2006). *Nandi Khoza's Life (A)* (Case reference G-MCS-30-06). Johannesburg: Gordon Institute of Business Science.
- Goldman, M. (2006). *Nandi Khoza's Life (B)* (Case reference G-MCS-31-06). Johannesburg: Gordon Institute of Business Science.

Goldman, M. (2006). *Nandi Khoza's Life (C)* (Case reference G-MCS-32-06). Johannesburg: Gordon Institute of Business Science.

Goldman, M. (2006). *Nandi Khoza's Life (D)* (Case reference G-MCS-33-06). Johannesburg: Gordon Institute of Business Science.

BOOKS OR CHAPTERS IN BOOKS

Goldman, M. M., and McCoy, S. (In Press). Tactical branding and positioning. In M. Jansen van Rensburg, and P. Venter, *Strategic Marketing* (3rd Edition). Cape Town: Oxford University Press.

Goldman, M. M., Rosales Zavaleta, R. A., San Martin Castillo, G. A., & Read, S. (In Press). Team Peru Olympic Decision-Making during COVID-19. In P. M. Pedersen, B. J. Ruyhley, & B. Li (Eds.), *Sport and the pandemic: Perspectives on Covid-19's impact on the sport industry* (pp. TBD). London: Routledge.

Goldman, M. M., and Mashinini, M. (2019). Confederation of African Football. In S. Chadwick, P. Widdop, C. Anagnostopoulos, and D. Parnell, *Routledge Handbook of Football Business and Management*. London: Routledge.

Burks, A., Goldman, M. M., and Agha, N. (2017). CONCACAF strategic repositioning: Rebuilding trust in the 'Beautiful Game'. In S. Chadwick, D. Arthur, and J. Beech, *International Cases in the Business of Sport* (2nd Edition). London: Elsevier.

Goldman, M. M., and McCoy, S. (2014). Branding and Positioning. In M. Jansen van Rensburg, and P. Venter, *Strategic Marketing* (2nd Edition). Cape Town: Oxford University Press.

Goldman, M. M. (2011). Corporate Sponsorship Philosophy. In L. E. Swayne, and M. Dodds, *Encyclopedia of Sports Management and Marketing*. Los Angeles: Sage.

Goldman, M. M., and McCoy, S. (2009). Branding and Positioning. In M. Jansen van Rensburg, and P. Venter, *Strategic Marketing*. Cape Town: Oxford University. Press

Kleyn, N., and Goldman, M. M. (2008). "The Art of Sponsorship" Chapter in *Sponsorship South Africa - An Investor's Guide*, Ed. Richard Steyn. Wag the Dog Publishers: Johannesburg.

Goldman, M. M. (2005). "Adapt or Die", Chapter in Affinity Advertising and Publishing cc, *Encyclopedia of Brands & Branding in South Africa 2005*. Cape Town: ABC Press.

BOOK REVIEWS

Goldman, M. M. (2014). Sports on Television: The How and Why Behind What You See by Dennis Deninger. Book Review. *Journal of Sport Management*, 28(3), 376-377.

Goldman, M. (2009). Africa Rising by Vijay Mahajan. Book Review. *Journal of Marketing*, 73(4), Online.

Goldman, M. (2005) Book Review: Under Construction: 'Race' and Identity in South Africa Today. *The GIBS Review*, 9, September 2005.

REFEREED CONFERENCE PAPERS AND PRESENTATIONS

Schwarz, E. C., Brown, B., & Goldman, M. M. (2019). Collaborative Economies in Sport: Value Experiences and Consumption Constraints. *17th Annual Conference of the Sport Marketing Association*, Chicago, IL, 6-8 November 2019.

Goldman, M. M., Ballesteros-Sola, M. A., & Wilson-Prangle, A. (2019). Scaling Columba Leadership's impact. *2019 Annual North American Case Research Association Conference*, Tempe, AZ, 10-12 October 2019.

Goldman, M. M., Shah, G., Esguerra, F., & Agha, N. (2019). Marketing the Warriors Gaming Squad. *2019 Annual North American Case Research Association Conference*, Tempe, AZ, 10-12 October 2019.

Hariparsad, N., & Goldman, M. M. (2018). The relationship between gratitude and sponsorship effectiveness. *16th Annual Conference of the Sport Marketing Association*, Frisco, TX, 24-26 October 2018.

Moosa, Y., & Goldman, M. M. (2018). The substitution effect of international sport over domestic sport. *16th Annual Conference of the Sport Marketing Association*, Frisco, TX, 24-26 October 2018.

Goldman, M. M., & Duran, M. (2017). Brita and Stephen Curry. *2018 Annual North American Case Research Association Conference*, Orlando, FL, 4-6 October 2018.

Swanepoel, S., & Goldman, M. M. (2017). Celebrity endorsement and reverse image transfer. *15th Annual Conference of the Sport Marketing Association*, Boston, MA, 1-3 November 2017.

Goldman, M. M., & Duran, M. (2017). Fancam: International Sales Structure. *2017 Annual North American Case Research Association Conference*, Chicago, IL, 19-21 October 2017.

Blake, J., & Goldman, M. M. (2016). The relationship between sport sponsorship and corporate financial returns. *14th Annual Conference of the Sport Marketing Association*, Indianapolis, IN, 2-4 November 2016.

Goldman, M. M., Agha, N., & Duran, M. (2016). Redefining the Super Bowl. *2016 Annual North American Case Research Association Conference*, Las Vegas, NV, 6-8 October 2016.

Goldman, M. M., Reyneke, M., & Mhizha, T. (2016) Building the BrightRock brand through change. *2016 Annual North American Case Research Association Conference*, Las Vegas, NV, 6-8 October 2016.

Mazinter, L., Goldman, M. M., & Lindsey-Renton, J. (2015). Cricket South Africa's Protea Fire brand. *2015 Annual North American Case Research Association Conference*, Orlando, FL, 8-10 October 2015.

Meyer, D., & Goldman, M. M. (2015). The Social Identity Complexity of Sport Fans. *13th Annual Conference of the Sport Marketing Association*, Atlanta, GA, 28-30 October 2015.

Goldman, M. M., Chadwick, S., Funk, D. C., & Wocke, A. (2014). I am different when I belong: The function of team identity in seeking optimal psychological distinctiveness. *North American Society for Sport Management*, Pittsburgh, PA, 27-31 May 2014.

Martin, L., & Goldman, M. M. (2014). When sport fans disengage: A structured Abstract. *Academy of Marketing Science*, Indianapolis, IN, 21-23 May 2014.

Goldman, M. M., Chadwick, S., Funk, D. C., & Wocke, A. (2012). Profiling sport fan characteristics. *10th Annual Conference of the Sport Marketing Association*, Orlando, FL, 24-27 October 2012.

Goldman, M. M., Chadwick, S., Funk, D. C., & Wocke, A. (2011). A review of the function of sport fan identity in seeking optimal psychological distinctiveness. *19th Conference of the European Association of Sport Management*, Madrid, 7-10 September 2011.

Goldman, M. (2010). Recession-triggered sports marketing business model shifts. *8th Annual Conference of the Sport Marketing Association*, New Orleans, LA, 26-29 October 2010.

Goldman, M. (2008). Sports brand repositioning in a transitional political economy. *6th Annual Conference of the Sport Marketing Association*, University of Southern Queensland, 16-20 July 2008.

Seyama, W., and Goldman, M. (2007). Success factors for brand extensions in fast-moving consumer goods. *19th Annual Conference of the Southern Africa Institute of Management Scientists*, University of Johannesburg, 19-21 September 2007.

REPORTS

“Customer Service.” Research project undertaken in 2019 for WiseTech Global (US) Inc.

“Market Goods and Services Internationally.” Research project undertaken in 2018 for WiseTech Global (US) Inc.

“Business & Arts South Africa (BASA) Arts Partnership Toolkit.” Research and consulting project undertaken in 2013 in collaboration with Michelle Constant and Lonwabo Mavuso from BASA.

“Sun International Supplier and Concessionaire reputation and ethics survey.” Research project undertaken in 2012 in collaboration with Nicola Kleyn and Kerry Chipp from the Gordon Institute of Business Science, University of Pretoria.

“Business & Arts South Africa (BASA) Business Sponsorship Toolkit.” Research and consulting project undertaken in 2012 in collaboration with Michelle Constant, CEO of BASA and funded by UNESCO and National Lottery.

“Tourvest Destination Management Brand Architecture and Positioning.” Research and consulting project undertaken in 2011 and 2012 in collaboration with Nicola Kleyn from the Gordon Institute of Business Science, University of Pretoria.

“Business & Arts South Africa (BASA) Art Sponsorship Management & Decision-Making Study.” Research and consulting project undertaken in 2011 in collaboration with Kerry Chipp from the Gordon Institute of Business Science, University of Pretoria.

“The South African Breweries Limited – Second Supplier Survey Regarding Business Ethics.” Research project undertaken in 2006, 2007 & 2010 in collaboration with Nicola

Kleyn from the Gordon Institute of Business Science, University of Pretoria and Kerry Chipp from the School of Economic and Management Sciences, University of Witwatersrand.

Goldman, M. (2004). *Product and promotion adaptation of selected South African consumer goods export products*. MBA Research Report. Gordon Institute of Business Science, University of Pretoria.

RESEARCH HONORS AND AWARDS

2020 Awarded Visiting Professorship distinction from Universidad Peruana de Ciencias Aplicadas, Lima, Peru.

2020 USF Faculty Development Fund Award 2020-1996, to further research sponsorship effectiveness.

2020 USF Faculty Development Fund Award 2020-4838, to contribute to the North American Case Research Association conference.

2019 Best Case: Silver award from the North American Case Research Association conference for the case, "Scaling Columba Leadership's impact."

2019 USF Faculty Development Fund Award, 2019-4641, to contribute to the Sport Marketing Association conference.

2019 USF Faculty Development Fund Award 2019-4365, to contribute to the North American Case Research Association conference.

2019 USF Faculty Development Fund Award 2019-1843, to further research sport marketing and sponsorship during sabbatical.

2018 USF Faculty Development Fund Award, 2018-3631, to contribute to the Sport Marketing Association conference.

2018 USF Faculty Development Fund Award, 2018-3468, to contribute to the North American Case Research Association conference.

2017 USF Faculty Development Fund Award, 2017-3292, to contribute to the North American Case Research Association conference.

2017 Sarlo Prize Award, recognizing excellence in teaching based on the moral values that lie at the foundation of USF's identity.

2017 USF Faculty Development Fund Award, 2017-3187, to contribute to the USA Rugby Strategy 2010 Commercial Sustainability panel.

2017 USF Faculty Development Fund Award, 2017-3186, to contribute to the Sport Marketing Association conference.

2017 USF Faculty Development Fund Award, 2017-1351, to conduct further case study research on Brita's sponsorship of Steph Curry.

2016 Best Case: Bronze award from the North American Case Research Association conference for the case, "Redefining the Super Bowl."

2016 USF Faculty Development Fund Award, 1262-2016f, to conduct further case study research on Fancam.

2016 USF Faculty Development Fund Award, 2771-2016m, to contribute to the North American Case Research Association conference.

2016 USF Faculty Development Fund Award, 2777-2016m, to contribute to the Sport Marketing Association conference.

2015 Recipient of a Paul R. Lawrence Fellowship from the Case Research Foundation

2015 Top Researcher Award from the University of Pretoria's Gordon Institute of Business Science

2015 USF Faculty Development Fund Award, 1125-2015f, to conduct further case study research on Super Bowl 50.

2015 USF Faculty Development Fund Award, 2340-2015m, to contribute to the North American Case Research Association conference.

2015 USF Faculty Development Fund Award, 2149-2015s, to contribute to the Sport Marketing Association conference.

2014 Case Writing Competition Award from Emerald Publishing and the African Association of Business Schools for *Business Systems Group and the Triathlon Sponsorship Question* case study and teaching note

2014 USF Faculty Development Fund Award, 1921-2014m, to conduct further case study research in Africa.

2014 USF Faculty Development Fund Award, 830-2014s, to conduct further research on sport fan psychological distinctiveness.

2014 USF Faculty Development Fund Award, 1784-2014s, to contribute to the Academy of Marketing Science conference.

2013 USF Faculty Development Fund Award, 765-2013f, to conduct further research on sport fan psychological distinctiveness.

2013 USF Faculty Development Fund Award, 1648-2013f, to contribute to the North American Society for Sport Management conference.

2013 USF Faculty Development Fund Award, 1649-2013f, to contribute to the Western Academy of Management conference.

Doctoral Fellow of the 2013 Annual Conference of the Emerging Markets Conference Board

Doctoral Fellow of the 2013 Academy of Management Africa Conference

2012 Case Writing Competition Award from Emerald Publishing and the African Association of Business Schools for *Growing the Mamas & Papas brand* case study and teaching note

SERVICE

My service actively supports individuals and organizations making a contribution to educational, economic, and social priorities.

SERVICE TO PROGRAM, COLLEGE & UNIVERSITY

Host of Sport Management Program virtual graduation, May 2020

Host of Sport Management Program virtual lunch event with Jurgen Padberg, International Paralympic Committee, September, 2020

Host of Sport Management Program virtual lunch event with Ekin Gunel, DUGOUT, September, 2020

Featured participant in Sport Management Program Quarantalk Instagram Series, September, 2020

Host of Sport Management Program virtual lunch event with Courtney Jeffries, Satisfi Labs, August, 2020

Promoted USF Alumni Mentor Program for Sport Management Program alumni and students, August 2020

Promoted Sport Management Program virtual internships request to alumni, August, 2020

Host of Sport Management Program virtual lunch event with Matt Kern, Hookit, August, 2020

Host of Sport Management Program virtual lunch event with Maniya Luluquisen, NBA2K, August, 2020

Participant in strategy development group to investigate the creation of a new Global Sport Event Management Master's Program, June 2020 to current

Host of Sport Management Program virtual lunch event with Kate Lampert, Alaska Airlines Center; Jessica Haley, Great Park Ice and FivePoint Center; and Hosei Maruyama, St. Louis Cardinals, May, 2020

Led organization and hosting of Keio University Sports X Leaders Program visit to USF, August 2019

Student Organization Advisory to San Francisco Sport Marketing Association, and Dons Esports, 2018 to current

Panelist for USF + Nike student and alumni event at Nike's Worldwide Headquarters in Beaverton, September 2018

Participant in Sport Management Program Career Development Fund crowdfunding campaign planning & execution, 2018

Led social media take-over of Sport Management Program accounts to profile student and alumni involvement in the 2018 Rugby World Cup Sevens tournament in San Francisco, July 2018

Participant in USF Learning Analytics Learning Community, 2018

Member of the Hiring Committee for the Orange County Associate Director of MA in Sport Management, 2017

Participant in USF Center for Research, Artistic, and Scholarly Excellence Blog Writing Workshop, 2017

Faculty representative on the College of Arts & Sciences Faculty Fundraising Committee, 2015 - 2018

College of Arts & Sciences faculty representative on the Development Committee of University of San Francisco Board of Trustees, 2015-2018

College of Arts & Sciences faculty representative on the University of San Francisco Educational Technologies subcommittee, 2015 - 2018

Participant in the Center for Teaching Excellence Faculty Learning Community focus group on Technology & Teaching at USF, April 2016

Participant & host of Super Bowl 50 public event at USF with Keith Bruce, CEO, Host Committee, December 2015

Participant in the Sport Management Academic Program Review, Fall 2015 & 2016

Participant in Interview process for Administrative Director of MA in Sport Management, 2014

Participant in Interview process for Associate Director of MA in Sport Management, 2014

Presenter for 'Writing the introduction' faculty colloquium at the Gordon Institute of Business Science, August 2014

Participant in demonstration lecture meeting for USF School of Management Executive Education Immersion Programs, March 2014

Faculty contributor to AACSB accreditation preparation process at the University of Pretoria's Gordon Institute of Business Science, 2014

Participant in University of San Francisco Sport Management Program Alumni & Student social events in Northern & Southern California, 2013 to current

Member of the Academic Curriculum Review Committee at the University of Pretoria's Gordon Institute of Business Science, 2013

Member of the Academic Committee at the University of Pretoria's Gordon Institute of Business Science, 2007-2013

Participant in Gordon Institute of Business Science Faculty Teaching Workshops: 2007-2015

Facilitator of Telecommunications and Financial Services panels at Base of the Pyramid executive conference at the Gordon Institute of Business Science, June 2009

Presentation and workshop to Gordon Institute of Business Science Faculty and Staff on Marketing in Tough Times, April 2009

Researcher in the Southern African Base of the Pyramid (BoP) Learning Lab. Project undertaken in 2008 and 2009 in collaboration with Nicola Kleyn and Dr. Helena Barnard from the Gordon Institute of Business Science, University of Pretoria.

Participant in Gordon Institute of Business Science Faculty Case Study Writing Colloquium, February 4, 2008.

Facilitator of Gordon Institute of Business Science Faculty Media Profiling Colloquium, 5 March 2007.

Co-organizer and participant in Gordon Institute of Business Science Faculty Colloquium on Spring 2005 special "Sages" edition of the Journal of Public Policy and Marketing, 23 November 2006.

Participant in the South African Business Schools Association Colloquium on "The Art of Research Supervision" facilitated by Professor Arthur Money, Henley Management School, United Kingdom, at the University of Stellenbosch Business School, 20-21 November 2006.

Participant in the South African Business Schools Association Colloquium on "Writing for publication – an overview" facilitated by Professor Chris Kapp, University of Stellenbosch Business School, 4-5 May 2006.

Organizer and participant of the Gordon Institute of Business Science Faculty Colloquiums on CK Prahalad's "The Fortune at the Bottom of the Pyramid", 22 March & 2 May 2006.

Organizer and participant of the Gordon Institute of Business Science Faculty Colloquium on "A Multiple Pathway Anchoring and Adjustment (MPAA) Model of Attitude Generation and Recruitment" with Professor Joel B. Cohen, University of Florida, 30 August 2005.

Supervised numerous syndicate-based Gordon Institute of Business Science Action Learning Projects for Open and Closed Leadership Development Programs; and judged numerous Closed Action Learning Projects presentations, 2005-2013.

Technical contact at the Gordon Institute of Business Science, University of Pretoria, for the Harvard Business School Microeconomics of Competitiveness course, 2005 and 2006.

Member of the Executive Committee and Management Committee of the University of Pretoria's Gordon Institute of Business Science, 2002-2005.

Supervised over 35 MBA Research Dissertations since 2005

SERVICE TO PROFESSION

Editor for peer-reviewed journals

Editor-in-Chief of Emerald Publishing's *Emerging Markets Case Studies* collection, 2015 to current

Academic association leadership

Vice-President Programs, North American Case Research Association, 2020

Vice-President Programs Elect, North American Case Research Association, 2019

Marketing & International Business track chair, North American Case Research Association, 2018 & 2019

Board member of the Case Research Foundation of the North American Case Research Association, 2017 to current

Formal senior mentor to Paul R. Lawrence Fellows, 2016 (Satyam, IIM Lucknow) & 2017 (Ogechi Adeola, Lagos Business School)

Referee for peer-reviewed journals

Journal of Sport Management
International Journal of Sport Marketing and Sponsorship
International Journal of Sport Management and Marketing
Sport, Business and Management: an International Journal (member of Editorial Board)
International Journal of Sport Communication
Case Studies in Sport Management
Sport Marketing Quarterly
Management Decision
Journal of Marketing Education
Journal of Brand Management
International Journal of Euro-Mediterranean Studies
South African Journal of Economic & Management Sciences

Other reviewing assignments

North American Case Research Association Annual Conference paper reviewer, 2015 to current
Sport Marketing Association Annual Conference paper reviewer, 2014 to current
Academy of Marketing Science Annual Conference paper reviewer, 2014
Academy of Management Africa Conference paper reviewer, 2013
Emerging Markets Conference Board Annual Conference track co-chair & paper reviewer, 2013

External Examiner

Vega School, Independent Institute of Education, South Africa: External examiner for Master of Arts in Creative Brand Leadership, 2020

Department of Biokinetics Sport & Leisure Science, Faculty of Humanities, University of Pretoria: External examiner for Sport Marketing RKB 780 in 2012

School of Economic & Management Sciences, University of Witwatersrand: External examiner for Marketing IIA and IIB in 2007-2010

Memberships (current and past)

Sport Marketing Association
American Marketing Association
Academy of Marketing Science
North American Case Research Association
National Sports Marketing Network
African Sports Business Association (Advisory Board member)
South African Sport Management Knowledge Forum (Founding member)

SERVICE TO COMMUNITY AND INDUSTRY

Guest speaker on Marketing & Sponsorship for the West African Sport Summit, Lagos, Nigeria, September 2020.

Panel speaker on Sport Marketing for the West African Sport Summit, Lagos, Nigeria, September 2020.

Guest speaker on Sponsorship trends within the financial services sector for the Nedbank Sponsorship Strategy Session, Johannesburg, South Africa, January 2020.

Guest speaker on Integrated Marketing Communications & Storytelling for the Nedbank Group Marketing conference, Johannesburg, South Africa, January 2020.

Guest speaker on Club Marketing at the AGM of Norcal Premier Soccer, March 2019

Focus group facilitator for SportsHosts market research with the San Francisco Giants, October 2018

Lead researcher for Stanford Athletics football spectator market research, December 2018

Guest speaker on Sponsorship Effectiveness at the Nedbank Group Sponsorships Measurement Workshop, 2018

Volunteer global partnerships support for World Rugby during the 2018 Rugby World Cup Sevens tournament in San Francisco, July 2018

Volunteer member of the Host Committee of the 2018 Rugby World Cup Sevens tournament in San Francisco, 2017 & 2018

Volunteer management support to the Division 1-A College Men's Rugby Championships, 2018

Guest speaker on Sponsorship Activations at Playmakers Marketing Agency workshop, 2018

Guest speaker on Global Sponsorship & Marketing Shifts in 2017 at the Nedbank Sponsorships & Cause Marketing Workshop, 2017

Volunteer sponsorship support to Paralympian Katie Holloway, 2016-2018

Contributor to the Future of Sports 2016 publication

Volunteer management support to the San Francisco team of the PRO Rugby North America, 2016

Academic Faculty on Advisory Board of the Sable Accelerator, since 2014

Advisory Board member of the African Sports Business Association, 2014

Facilitator of the Grandstand Management strategy workshop related to the Absa Cape Epic mountain bike race, 2014

Design and delivery of BrandQuad Brand management & innovation workshop in Nairobi, Kenya, 2011 to current

Design and delivery of BrandQuad Relationship Marketing workshop in Nairobi, Kenya, 2015 to current

Co-host of the marketing community dinner with Gaurav Bhalla at the Gordon Institute of Business Science, 2014

Board of Advisors member of AIESEC in South Africa, 2009 to 2012

Member of the Brand Strategy Committee of Cricket South Africa, 2012

Design and delivery of BrandQuad Sport Marketing workshop in Nairobi, Kenya, 2012, 2013, & 2017

Brand Communications to Sake24 Breakfast Briefing, September 2012

Founder and host of the SportsThought networking dinner series at the Gordon Institute of Business Science, 2011-2013

Member of the Marketing Association of South Africa (MASA) and MASA representative on the Advertising Standards Authority's Advertising Standards Committee, 2010-2013

Researcher and host of the Moneyweb Business of Sport podcast series, 2010-2012

Presenter on Teaching/Facilitation Methodology to FIFA African Administration & Management Regional Instructors Seminar, July 2012

Design and facilitation of Strategy Workshop for SuperSport United FC, July 2012

Presenter on Customer Centricity to Sandoz South Africa, July 2011

Presenter on sponsorship management to Megapro Marketing and the CEOs of Cricket South Africa's domestic franchises, May 2011

Presenter on 2010 FIFA World Cup Economic Impact to Coca-Cola Southern Africa, March 2011

Presenter on 2010 FIFA World Cup South Africa™ Sponsorship Leveraging to MTN Group Corporate Affairs Forum, May 2009

Host and facilitator of Gordon Institute of Business Science Forum event on Advertising in a Recession, May 2009

Host and facilitator of Gordon Institute of Business Science Forum event on Branding the 2010 FIFA World Cup, May 2009

Presentation and workshop to FNB Direct Marketing Forum on direct marketing strategies and metrics, April 2009

Presentation and workshop to Global Conferences Africa on Team Effectiveness, March 2009

Presentation and workshop to Telkom Implementing Strategy and Managing Performance Programme on Brand Positioning & Leveraging, March 2009

Presentation to WorldView Technologies on potential growth of SA marketplace and strategies to differentiate in this market, February 2006

Participation in Gauteng Tourism Authority Interview Panel for Senior Marketing Manager, October 2005

Facilitation of Department of Environmental Affairs & Tourism National Black Economic Empowerment Workshop, August 2005

Judge for Students in Free Enterprise (SIFE) South Africa Competition, July 2005

Marketing strategy advisor to READ Educational Trust, 2005 & 2006

Conference convener, facilitator and previous organizer of Sasol 2020 Management & Leadership Conference, 2005-2012

Conference convener, facilitator and previous organizer of Murray & Roberts Young Professionals Conference, 2006 & 2007

Selected participant for the Emerging African Leaders Initiative at the World Economic Forum Africa Economic Summit, June 2005

Media coverage

Numerous radio (KCBS; SportsByLineUSA; SAFM; Radio 2000; Classic FM; Talk Radio 702; Khaya FM) and television appearances (CBS SF Bay Area, KGO-TV; KOFY; E News Channel; CNBC Africa; CCTV News; Carte Blanche/MNET; Summit TV; SABC 3; SABC Africa; SuperSport) in the U.S., South Africa and Kenya, including most recently:

“Commercial sport trends sped up by corona virus” South African Broadcasting Corporation, September 20, 2020, https://www.youtube.com/watch?v=_K8Ccih1i-I

“As partnerships emerge, are college sports embracing betting sponsors?” Front Office Sports, September 11, 2020, <https://frontofficesports.com/college-sports-betting-partnerships-grow/>

“How Tech is helping pro sports leagues get back to action” BizTech, September 1, 2020, <https://biztechmagazine.com/article/2020/09/how-tech-helping-pro-sports-leagues-get-back-action>

“Tokyo 2020 Olympics postponement” The Breakfast Show with Bruce Whitfield, Radio 702 & Radio CapeTalk, March 4, 2020

“COVID-19 impact on sport” The Breakfast Show with Refilwe Moloto, Radio CapeTalk, March 1, 2020

“Roger Federer charity tennis match in South Africa” The Breakfast Show with Refilwe Moloto, Radio 702 & Radio CapeTalk, February 6, 2020

“Kobe Bryant” SAFM, January 26, 2020

“The Gwijo Squad” ENCA with Marcelle Gordon, January 25, 2020

“The Zion Williamson Nike shoe incident” NPR Marketplace, 21 February, 2019

“Gritty’s first month: The heroic ascendance of a ‘Ghastly Empty-Eyed Muppet’” Alan Yuhas article, New York Times, 1 November 2018, <https://www.nytimes.com/2018/11/01/sports/hockey/gritty-philadelphia-flyers.html>

“FIFA World Cup in Russia” The Money Show with Bruce Whitfield, Radio 702 & CapeTalk, 13 June 2018

“The business of the FIFA World Cup in Russia” SAFM, 13 June 2018

“A’s free game drives home struggle for paying fans” Susan Slusser article, San Francisco Chronicle, 16 April 2018, <https://www.pressreader.com/usa/san-francisco-chronicle/20180416/281483571970576>

“YouTube signs NBA’s Durant, upping ante with Facebook, Twitter” Terry Collins article, CNET, 17 January 2018, <https://www.cnet.com/news/youtube-kevin-durant-nba-facebook-and-twitter/>

“Football club values” Metro FM, 24 January 2018

“The 2023 Rugby World Cup host announcement” The Money Show with Bruce Whitfield, Radio 702 & CapeTalk, 14 November 2017

“The business behind the Mayweather and McGregor fight” Metro FM, 25 August 2017

“The big fight” CapeTalk, 24 August 2017

“Le foot europeen version Super Bowl” Robin Fasel article, Le Temps, 2 August 2017

“Manchester City bets big on global expansion of its brand and sport” Kevin Baxter article, Los Angeles Times, 24 July 2017, <http://www.latimes.com/sports/soccer/la-sp-manchester-city-20170724-story.html>

“How a European tournament is building interest in soccer in the U.S.” Ahiza Garcia article, CNN Money, 28 July 2017, <http://money.cnn.com/2017/07/28/news/companies/international-champions-cup/index.html>

“Region among areas to get peek at powerhouses Real Madrid, Manchester United” Elliott Almond article, 21 July 2017, <http://www.montereyherald.com/article/NF/20170721/SPORTS/170729948>

“Madrid, United mean business” Ann Killion article, San Francisco Chronicle, 21 July 2017, <https://www.pressreader.com/usa/san-francisco-chronicle/20170721/281788514118738>

“South Africa bidding for the 2023 Rugby World Cup” The Money Show with Bruce Whitfield, Radio 702 & CapeTalk, 19 July 2017

“How an MLB All-Star’s secret weapon can help you hit better too” Terry Collins article, CNET, 10 July 2017, <https://www.cnet.com/news/baseball-all-star-carlos-correa-is-using-tech-to-raise-his-game>.

“Durban and the 2022 Commonwealth Games” The Money Show with Bruce Whitfield, Radio 702 & CapeTalk, 13 March 2017

“South Africa trip hits home importance of sports” Melissa Brooks article, University of San Francisco News & Media, 7 March 2017, <https://www.usfca.edu/news/south-africa-trip-hits-home-importance-of-sports>

“Google, Facebook, 2K score with NBA interns” Terry Collins article, CNET, 28 October 2016, <https://www.cnet.com/news/nba-silicon-valley-facebook-google-lebron-james-stephen-curry-cavaliers-warriors>.

“Sacramento Kings take Silicon Valley tech to new arena” Troy Wolverton article, The Mercury News, 27 October 2016, <http://www.mercurynews.com/2016/10/27/sacramento-kings-take-silicon-valley-tech-to-new-arena/>

“Would Gwinnet Sprawlers draw better than Braves?” Matt Kempner article, The Atlanta Journal-Constitution, 15 September 2016, <http://www.myajc.com/business/would-gwinnett-sprawlers-draw-better-than-braves/hVVvoLleFIJMYLTHZLd9JN/>

“Zebra helps the NFL get into data overdrive” Terry Collins article, CNET, 12 September 2016, <https://www.cnet.com/news/zebra-nfl-sports-analytics-data-cam-newton-tom-brady-overdrive/>

“Brand South Africa and the Caster Semenya debacle” Ubuntu Radio, South African National Department of International Relations and Cooperation, 23 August 2016.

“From Rio to riches for Wayde” Barbara Cole article, Independent Media, 16 August 2016, <http://www.iol.co.za/olympics-rio-2016/from-rio-to-riches-for-wayde-2057590>.

“South Africa’s Olympic performance” Business Tonight, CNBC Africa, 15 August 2016.

“The business and money behind the Games” The Money Show, Primedia Broadcasting, 5 August 2016.

“The economics of hosting the Olympics” Metro FM, 4 August 2016.

“Russia’s participation in the Olympics” The MoneyMakers Show, CNBC Africa, 27 July 2016.

“The bonus structure of Team South Africa for the Olympics” The Money Show, Primedia Broadcasting, 14 July 2016.

“Curry took another road” Ruoyang Wu article, We Chat Sports, 11 June 2016, <http://www.wechatsports.net>

“Sprint CEO’s love of the pitch – the soccer pitch, that is” Terry Collins article, CNET, 3 June 2016, <http://www.cnet.com/news/sprint-ceo-seeks-to-boost-soccer-in-us/>

“Stephen Curry’s second consecutive and first unanimous NBA MVP Award” The Centrio Times, 15 May 2016, <http://www.centriotimes.com/2016/05/golden-state-warriors-stephen-curry-back-to-back-and-first-unanimous-nba-mvp-award36312.html>

“How sweet it is tonight for the Warrior’s superstar Steph Curry named the NBA’s most valuable player” KGO-SF (ABC), ABC7 News at 11pm, 10 May 2016, <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=1a79243c-c11a-45b5-865c-19c06468dcf8>

“With Curry’s 2 MVP awards, can the Warriors afford him after his contract ends?” Ron Leuty article, San Francisco Business Times, 10 May 2016, <http://www.bizjournals.com/sanfrancisco/blog/2016/05/stephen-curry-golden-state-warriors-mvp.html>

“What makes Warriors’ Stephen Curry so popular? Lori A. Carter article, The Press Democrat, 10 May 2016, <http://www.pressdemocrat.com/sports/5600451-181/what-makes-stephen-curry-so>

“The repercussions of Minister Mbalula suspending the privileges of SA Rugby, Cricket South Africa, and Athletics SA from bidding for, and the hosting of, international event due to a lack of transformation” Business Tonight show, CNBC Africa, 25 April 2016

“The brand value and legacy of Kobe Bryant” MetroFM, 13 April 2016

“Maria Sharapova & personal athlete sponsorship” Media@SAFM show, SAFM, 13 March 2016

“The Maria Sharapova brand & doping impact” MetroFM, 9 March 2016

“The evolution of the Super Bowl” ABC7News, 5 February 2016

“Match-fixing in tennis and cricket” CNBC Africa, 21 January 2016

“Cricket and now tennis – all affected by a match fixing scandals. How serious are these and how should sponsors respond?” The Money Show, Primedia Broadcasting, 18 January 2016

“The FIFA scandal in 2015” The Money Show, Primedia Broadcasting, 29 December 2015

“Sepp Blatter vowing to appeal his sanction and Tokyo Sexwale being questioned by a US grand jury on bribe claims” The Money Show, Primedia Broadcasting, 22 December 2015

“Lebron James sings #LifeTimeDeal with Nike” NightTalk show, Primedia Broadcasting, 8 December 2015

“Absa and BMW drop Springboks sponsorship. Is the brand in trouble?” The Money Show, Primedia Broadcasting, 23 November 2015

“The Brand Equity of the Springbok rugby brand” CNBC Africa, 25 September 2015

“The state of the Springbok brand heading into the Rugby World Cup” The Money Show, Primedia Broadcasting, 18 September 2015

“Levi’s new stadium app version” Troy Wolverton’s Personal Technology Column, San Jose Mercury News, 16 September 2015

“The professionalization of rugby & the World Cup” Ciaran Ryan article in FinWeek, 10 September 2015

“Soccer player transfers and career choices” ENCA, 9 September 2015

“These are the most valuable sports teams in South Africa” The Money Show, Primedia Broadcasting, 16 July 2015, <http://www.capetalk.co.za/articles/3862/these-are-the-most-valuable-sports-teams-in-south-africa>

“Brand building in Kenya” The Fuse Show, Capital FM, 15 July 2015

“Gauging Curry’s earnings potential” The Versus Podcast, KNBR, 9 July 2015, <http://www.knbr.com/2015/07/09/the-versus-podcast-gauging-currys-earnings-potential>

“What power do sport sponsors have and should they have the influence?” Media@SAFM Show, SAFM, 7 June 2015

“FIFA scandal & South Africa” Life with Thami Show, Radio 2000, 4 June 2015

“Should FIFA be reformed?” Afternoon Talk Show, SAFM, 4 June 2015

“FIFA president Sepp Blatter is resigning as president of FIFA” Business Tonight Show, CNBC Africa, 3 June 2015, <http://www.cnbc africa.com/video/?bctid=4272107989001>

“Money & football” Moneyline Show, ENCA, 28 May 2015

“Dr. Michael Goldman SA sports Academic on The biggest sporting scandal” Sports Talk Show, Primedia Broadcasting, 27 May 2015, <https://soundcloud.com/primediambroadcasting/dr-michael-goldman-sa-sports-academic-on-the-biggest-sporting-scandal>

“S.A. fingered in FIFA corruption scandal” Business Tonight Show, CNBC Africa, 27 May 2015, <http://www.cnbc.com/africa/video/?bctid=4260079580001>

“Bay Area Fans React To Tom Brady "Deflategate" Punishment” Night Beat Show, CBS San Francisco Bay Area, 12 May 2015, <https://www.youtube.com/watch?v=bKZBt6T4fw4>

“Did ‘Mayweather vs Pacquiao’ make gazillions like everyone expected it to?” The Money Show, Primedia Broadcasting, 4 May 2015, <https://soundcloud.com/primediambroadcasting/did-mayweather-vs-pacquiao-make-gazillions-like-everyone-expected-it-to>

Popular press articles

Goldman, M. (2018). The CMOs new role as Chief Growth Officer. *Strategic Marketing*, 1, 4.

Goldman, M. (2017). Happy Holidays to you Alexa! *Strategic Marketing*, 4, 22.

Goldman, M. (2017). Soccer builds its brand in the United States. *Strategic Marketing*, 3, 44.

Goldman, M. (2017). Internet marketing insights from Silicon Valley. *Strategic Marketing*, 2, 45.

Goldman, M. (2017). E-sports boom brings its own marketing challenges. *Strategic Marketing*, 1, 44.

Goldman, M. (2016, October 14). What should the LA Rams do about Wells Fargo? *HuffPost*, http://www.huffingtonpost.com/entry/what-should-the-la-rams-do-about-wells-fargo_us_58011796e4b0f42ad3d26047

Goldman, M. (2016). TV sports coverage and the concern over missing Millennial viewers. *Strategic Marketing*, October-January, 20.

Goldman, M. (2016). Doing the right thing is putting more icing on Curry’s cake. *Strategic Marketing*, August-September, 46.

Goldman, M. (2016). Marketing rugby the American way. *Strategic Marketing*, June-July, 35.

Goldman, M. (2016). The branding benefits of a socially responsible Super Bowl. *Strategic Marketing*, April-May, 32.

Goldman, M. (2016). The real-life marketing duel for fantasy sport fanatics. *Strategic Marketing*, February-March, 18.

Goldman, M. (2015). Re-segment to survive. *Strategic Marketing*, October-November, 12.

Goldman, M. (2015). A quest for ethics in a murky world. *Strategic Marketing*, August-September, 24.

- Goldman, M. (2015). PepsiCo and NBA look East to build their brands. *Strategic Marketing*, June-July, 30.
- Goldman, M. (2015). In the land of innovation, nostalgia and history can still hold value. *Strategic Marketing*, April-May, 48-49.
- Goldman, M. (2015). Sponsorship announcements don't impact share prices. *Strategic Marketing*, February-March, 47.
- Goldman, M. (2014). Justice for National Basketball Association fans? *Strategic Marketing*, October-November, 16.
- Goldman, M. (2014). Marketing the world game to sports-mad America. *Strategic Marketing*, August-September, 32.
- Goldman, M., & Night, O. D. (2014, June 24). Soccer tweets from the outfield, end zone, court and hockey rink. *The Scorecard*. Retrieved from <http://thescorecard.org/post/392>
- Goldman, M. (2014, June 8). Going inside the Home of the Braves. *The Scorecard*. Retrieved from <http://thescorecard.org/post/146>
- Goldman, M. (2014). March's marketing madness. *Strategic Marketing*, June-July, 41.
- Goldman, M. (2014). A hot Super Bowl weekend in a frozen New York. *Strategic Marketing*, April-May, 18.
- Goldman, M. (2013). Mega events for mega returns? *Acumen*, 3.
- Goldman, M. (2012). Being super-flexible in dynamic markets. *Prestige*, 61, 48.
- Goldman, M. (2012). Playing the field. *Africa Investor*, 10(3), 62-64.
- Goldman, M. (2012). Board Report. *Sports Marketing Frontiers*, 10, 5.
- Goldman, M. (2012). Dealing with public disputes. *Prestige*, 60, 48-49.
- Goldman, M. (2012). Creating an authentic green brand. *Prestige*, 59, 50-51.
- Goldman, M. (2012). Managing with no managers. *Prestige*, 58, 46-47.
- Goldman, M. (2012). Innovation + stability = success. *Prestige*, 57, 10-11.
- Goldman, M. (2012). Built to last: Are you creating a company or institution? *Prestige*, 56, 10-11.
- Goldman, M. (2011). Best business practice: Finding the right CEO. *Prestige*, 55, 16-17.
- Goldman, M. (2011). Branding in business: Need your project to fly? Brand it. *Prestige*, 54, 10-11.
- Goldman, M. (2011). Reaching the customer: When tough times dictate. *Prestige*, 53, 10-11.

- Goldman, M. (2011). Change is good: Competitive advantage through adaptation. *Prestige*, 52, 10-11.
- Goldman, M. (2011). Yes or No: Improving strategic decision making is no easy task. *Prestige*, 51, 10-11.
- Goldman, M. (2011). Global and local luxury branding. *Prestige*, 50, 10-11.
- Goldman, M. (2011). Excite and engage. *Strategic Marketing*, 1, 42-43.
- Goldman, M. (2010). Now's the time to capitalise on Cup. *Business Times*, Sunday Times, 11 July
- Goldman, M. (2010). A bundle of value? *Strategic Marketing*, 3, May/June, 42-43.
- Goldman, M. (2010). How to find your niche in Marketing. *Leader.co.za*, 29 April
- Goldman, M. (2010). A tale of two World Cups? *Moneymweb.co.za*, 11 March
- Goldman, M. (2010). World Cup 2010: Liquor licenses: What FIFA says and how the DTI causes confusion. *Moneymweb.co.za*, 22 February
- Goldman, M. (2010). Position Matters. *Strategic Marketing*, 1, January/February, 44-45.
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- Goldman, M. (2009). Waning influence. *Strategic Marketing*, 3, May/June, 32-33.
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- Goldman, M. (2008). Harnessing the competitive spirit. *Sunday Times Top Brands Survey*, 17 August, 24

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- Goldman, M. (2008). Getting the word out. *Entrepreneur*, November.
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- Goldman, M. (2005). The Lure of Bangalore. *Finance Week*, 26 October 2005.
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