

Ronald G. Christian

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EDUCATION:

University of Kansas; PhD (in progress)

Sport Management program; Marketing concentration, 3.96/4.0 GPA.

University of Northern Colorado; Master of Science, 2011

Sport Administration program, 3.96/4.0 GPA.

University of Nebraska at Omaha; Bachelor of General Studies, 1994

Liberal Arts Degree with emphases in communication and religion/philosophy.

National Dean's List, Golden Key National Honor Society, 3.6/4.0 GPA.

PROFESSIONAL EXPERIENCE:

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| • Baker University (Baldwin City, KS), Assistant Professor | August 2013-present |
| • University of Nebraska-Kearney, Lecturer | Aug. 2011 – May 2013 |
| • Metropolitan State University of Denver, Assistant Athletic Director | Nov. 2008 – July 2011 |
| • Eli Lilly and Company, Pharmaceutical Sales Representative | July 2006 – Nov. 2008 |
| • Mountain West Conference, Director of Communications | Aug. 2004 – July 2006 |
| Assistant Director of Communications | July 2000 – Aug. 2004 |
| • Bemidji State University (Bemidji, MN), Sports Information Director | Aug. 1997 – July 2000 |
| • Morningside College (Sioux City, IA), Sports Information Director | Aug. 1995 – July 1997 |
| • * Meeting & Event Design (Omaha, NE), Project Assistant | Mar. 1995 – July 1996 |
- *Event Manager: College World Series NCAA Division I Baseball Championship*

RESEARCH INTERESTS:

Sport consumer behavior, brand alliances, legal issues in sport.

TEACHING EXPERIENCE:

Assistant Professor, Baker University, August 2013-present

Sports administration faculty member committed to excellence in teaching, advising, professional development, and service. Responsibilities, goals and objectives are based on a student-centered approach to teaching and learning, with a focus on academic excellence and student engagement.

Advising: Provide guidance for 35 advisees relative to plan of study, internships, and career planning.

Courses Taught:

- SA 141 Introduction to Sports Administration | Fall | Sports administration requirement.
- SA 340 Sports Leadership | Fall | Sports administration requirement.
- SA 388 Sports Management | Fall | Sports administration requirement.
- SA 496 Senior Seminar | Fall | Sports administration requirement.
- SA 351 Sports Law | Spring | Sports administration requirement.
- SA 385 Sports Marketing | Spring | Sports administration requirement.
- IS 126 Bowl Game Extravaganza: Sport Public Relations in Action | Interterm – trip to Chick-fil-A Bowl
- SA 295 Sponsorship and Revenue in Sport | Sports administration requirement.

TEACHING EXPERIENCE:

Lecturer, University of Nebraska-Kearney, August 2011-May 2013

Sport administration faculty member for Top 10 Public Midwest Regional University (*U.S. News and World Report*) committed to excellence in teaching. Responsibilities, goals and objectives are based on a student-centered approach to teaching and learning, with a focus on personal attention to foster student development.

Courses Taught:

- REC 422/822 Facilities in Sport, Recreation, Tourism | Fall, Spring | Sport administration requirement.
- PE 429/829 Marketing in Sport, Recreation, Tourism | Fall, Spring | Sport administration requirement.
- PE 230 Sports Officiating (Basketball) | Fall | Physical Education elective.
- PE 403/803 Sport Economics | Spring | Sport administration requirement.

WORK EXPERIENCE:

Assistant Athletic Director, Metropolitan State College of Denver, Nov. 2008 – July 2011

Member of a senior management team committed to maintaining a tradition of excellence for Metro State athletics. Responsibilities, goals and objectives are based on strengthening relationships, generating revenue, and communicating strategic messages to target audiences.

Duties:

- Planning and implementing marketing strategies designed to engage students, alumni, fans, stakeholders and friends of the College.
- Overseeing the department's sport management intern program, designed to engage students and offer guidance as they transition into their careers (work with 4 interns per semester on average).
- Managing ticket sales operations and associated marketing plans to increase attendance.
- Securing new athletic sponsorships, retaining current sponsors, and ensuring contract fulfillment for all corporate partners.
- Overseeing strategic plan for the Roadrunner Club booster organization, as well as the annual Athletics Scholarship Dinner and Auction.
- Producing a variety of publications, as well as ads for print, radio, television and website to drive messages to target audiences.
- Conducting analysis on message strategies to measure effectiveness; then adjusting accordingly in order to communicate meaningful information to target audiences.
- Coordinating marketing and communications efforts with College Communications department to maintain consistency with institutional plan.
- Managing media relations with key local, regional and national outlets.
- Generating "talking points" for athletic department and preparing key staff and student-athletes for media interviews.
- Integrating communication strategies with new technologies and social media.
- Active participation in community engagement to foster positive public relations, including work with The Adoption Exchange and the Big Brothers Big Sisters Sports Buddies programs.
- Supervising one full-time staff member and up to four interns per semester.

Highlights and Outcomes:

- Engaged and expanded student fan base with 175 new members in Roadrunner Rewards program.
- Worked collaboratively to expand the Metro State Hall of Fame to include 57 new inductees, and blended Alumni Office Annual Awards into Hall of Fame ceremony for a more inclusive alumni event.

- Tripled attendance for the Metro State nationally televised basketball game in February 2009.
- Helped set single-game attendance records for basketball and volleyball through “Pack the House” and “Campus Spirit Contest” initiatives.
- Implemented online membership form for the Roadrunner Club, leading to 10% growth for the booster organization in year one.
- Increased media coverage in competitive Denver marketplace by pitching feature stories to the Denver Post and Mile High Magazine, resulting in placement of five high-profile stories.
- Enhanced radio/television ventures, specifically with an 8-game radio broadcast deal for the 2009-10 basketball season, and the addition of 12 monthly television broadcast windows (Altitude, Comcast CET Sports) for a 30-minute Roadrunner athletics magazine show.

Pharmaceutical Sales, Eli Lilly and Company, July 2006 – Nov. 2008

Member of a professional sales and marketing team dedicated to improving the lives of patients through a continuous stream of innovative, effective and safe products. Responsibilities, goals and objectives were based on meeting the needs of health care providers and patients through a comprehensive communications and marketing plan.

Duties:

- Implemented a strategic sales and marketing plan for diabetes care with a focus on communicating clear, concise messages and managing client relationships.
- Demonstrated successful persuasion, influence and negotiation skills with physicians and health care professionals.
- Developed and executed territory business plans designed to drive sales growth.
- Conducted analysis on product and market trends and adjusted strategic messages accordingly in order to communicate meaningful information to clients.
- Coordinated efforts with business partners to foster a team environment and maximize effectiveness within the territory.

Highlights and Outcomes:

- Documented leadership and success within sales division, earning No. 18 national ranking (among 400 representatives) and reaching Top Third in Nation status.

Director of Communications, Mountain West Conference, Aug. 2004 – July 2006

Asst. Director of Communications, Mountain West Conference, July 2000 – Aug. 2004

Member of a proactive and cohesive staff dedicated to promoting the academic and athletic missions of member institutions. Responsibilities, goals and objectives were based on building relationships among various constituencies and stakeholders.

Duties:

- Cultivated positive public relations for the Mountain West Conference by maintaining productive working relationships with key national organizations and media outlets, including CBS Sports, ESPN, CSTV and USA Today, plus select regional media and Associated Press writers.
- Communicated with the conference membership, various NCAA committees and key media outlets with an emphasis on national exposure and recognition for the MWC.
- Provided administrative assistance for several MWC championship events, including coordination of pre-championship planning and coaches meetings.
- Traveled as an ambassador for the MWC to several high-profile events to further public relations efforts, including the NCAA Volleyball Final Four, the NCAA Basketball Final Four, the NIT and the College World Series.
- Produced conference publications and press releases, including media guides, prospectus and record books, as well as promotional materials.

- Provided oversight to the MWC awards program, including all-conference teams, selection process for MWC individual awards and nominations for NCAA awards.
- Maintained a dynamic and innovative website presence (www.TheMWC.com) with responsibilities geared toward timely and innovative content.
- Fostered a productive team environment within the communications department as supervisor of two staff members.

Highlights and Outcomes:

- Generated several MWC women's basketball features on ESPN website and ESPN telecasts by pitching story ideas to national writer Nancy Lieberman.
- Secured placement of 11x17-inch photo in *Volleyball Magazine* through successful negotiation with editor for enhanced coverage of MWC Volleyball Championship.
- Strengthened media relationships through implementation of basketball media day. Provided key media members primary access to coaches and student-athletes in a tipoff event for the season, and further leveraged relationships and media coverage through weekly teleconferences.
- Negotiated with Associated Press women's basketball national poll coordinator for voting privileges for two Mountain West beat writers, fostering more balanced representation from the region for poll voters.

Sports Information Director, Bemidji State University (Bemidji, MN), Aug. 1997 – July 2000

Member of a productive and efficient staff dedicated to promoting the University both regionally and nationally. Responsibilities, goals and objectives were based on building a sound, competitive athletic department while fostering relationships among alumni and friends of the University.

Duties:

- Managed sports information and media relations for Bemidji State's 15 athletic programs, including the "Drive to Division I" for men's and women's hockey.
- Supervised game-day event staff for all home athletic events, including the organization of press row, and the coordination of work-study, intern and volunteer staff.
- Enhanced relationships among various donor groups through association with the Bemidji State Special Events Committee, the Beaver Pride booster organization and assignments with golf fundraising events.
- Remained active with professional development and intercollegiate athletics associations, including an appointment as North Central Region coordinator for the Daktronics Women's Basketball All-America Team and contract work as assistant commissioner for public relations with the College Hockey America conference.
- Supervised up to four interns and work-study students per semester.

Highlights and Outcomes:

- Solidified the first long-term radio broadcast deal (three years) for Bemidji State University athletics, providing coverage for all football and hockey games.
- Generated over \$20,000 advertising sales and sponsorship support in 1997-98.

Sports Information Director, Morningside College (Sioux City, IA), Aug. 1995 – July 1997

Member of a productive staff dedicated to building a strong campus community, and promoting the college and its mission to prospective donors and students.

Duties:

- Managed media relations and sports information operations for Morningside's 12 NCAA Division II athletic programs.
- Coordinated publication design and layout for media guides, programs and promotional brochures.
- Broadcasted play-by-play and color commentary for basketball and football.
- Supervised work-study, intern and game-day staff.

Highlights and Outcomes:

- Ensured live radio coverage for athletic teams with 37-game annual broadcast package for all football and basketball contests, as well as live radio coverage for postseason volleyball.
- Secured a \$10,000 donation for Morningside College from Burger King through its Scholar-Athlete Award program.

Project Assistant, Meeting & Event Design (Omaha, NE), March 1995 – July 1996

Event Manager: College World Series NCAA Division I Baseball Championship

Member of a professional staff dedicated to the growth and development of the NCAA College World Series, as well as the administration of fundraising events.

Duties:

- Assisted with sponsor and client relations, and special event administration for the NCAA College World Series.
- Directed staff and organized event design for the 80-team, 2,000-participant Face Off street hockey events.

Highlights and Outcomes:

- Raised \$20,000 through sponsorships, advertising and team revenue for Face Off street hockey fund raising events (charities: Camp Fire Boys & Girls and Make-A-Wish Foundation).

PROFESSIONAL SERVICE

CAMPUS SERVICE:

- Baker University, Faculty Advisor, Sports Administration Club (2013-present).
- Baker University, Program Director, Master of Science of Sport Management (2015-present).
- University of Nebraska, Kearney Search Committee member (2012-13).
- University of Nebraska, Kearney Mentoring Committee member (2012-13).
- Metro State College Homecoming Committee member (2009-11).
- Metro State College Athletics Hall of Fame Committee member (2009-11).
- Metro State College Athletics/Student Engagement Presentation for Student Orientations (2010-11).
- Metro State College Search Committee member for Executive Director of Alumni (2010).
- Metro State College Comcast Cares Day Ambassador (2010). Community outreach effort collaborated by Metro State and Comcast, focused on campus improvement projects and volunteer coordination.
- Bemidji State University Beaver Pride Special Events Committee (1996-97). Assisted with coordination of golf fundraising events and annual Beaver Pride membership drive to benefit athletic scholarships.

COMMUNITY & PROFESSIONAL SERVICE:

- Worked on media relations team for NCAA Men's Basketball Tournament (Denver, CO, 2016).
- Worked on media relations team for Big 12 Women's Basketball Championships (Oklahoma City, OK, 2016).
- AllPlay Foundation Miracle League Baseball Volunteer (Omaha, NE, 2015)

- Worked on media relations team for Mountain West Basketball Championships (Las Vegas, NV, 2015).
- Worked on guest relations team for Chick-fil-A Bowl (Atlanta, GA, 2014).
- Worked on media relations team for Chick-fil-A Bowl (Atlanta, GA, 2013).
- Certified Nebraska High School Basketball Official (2011-13).
- All Play Foundation Volunteer, Grand Opening Event (Omaha, NE, 2009; 2013).
- Worked on media relations team for NCAA Basketball Final Four (2003-04-05-12), NCAA Basketball 1st and 2nd Rounds (2004), NCAA Volleyball Final Four (2000-01) and NCAA College World Series events (1995-96, 2002-03).
- Certified Colorado High School Basketball Official (2003-07).
- NCAA "Y.E.S." Baseball Clinic Volunteer (Omaha, NE, 1995; San Diego, CA, 2004).
- Boys' and Girls' Club Volunteer (Omaha, NE and St. Paul, MN, 1993-97).
- Peer Minister for University of Nebraska-Omaha Religious Center (1992-94).

PROFESSIONAL ASSOCIATIONS:

- Sport Marketing Association (SMA) member (2015-present)
- Sport Recreation Law Association (SRLA) member (2011-present).
- College Sport Research Institute (CSRI) member (2010-15).
- North American Society for Sport Management (NASSM) member (2011-12).
- National Association of Collegiate Marketing Administrators (NACMA) member (2009-2011).
- College Sports Information Directors of America (CoSIDA) member (1995-2004).

PROFESSIONAL PRESENTATIONS (national conferences):

- Christian, R.C, & Sarofim, S., (October 29, 2015). Building Brand Strength Through Brand Alliances in Major League Baseball. Sport Marketing Association (SMA) Conference. Atlanta, GA.
- Christian, R.C, & Green, L., (February 27, 2014). Sickle Cell Trait Screening: Legal Issues & Perspectives. Sport & Recreation Law Association (SRLA) Conference. Orlando, FL.
- Christian, R.C, Unruh, S., Ph.D., Warren, T., & Unruh, N., Ph.D. (March 14, 2013). Qualifying the Impact of the Freeh Report on Policies and Procedures at Select Colleges and Universities. Sport & Recreation Law Association (SRLA) Conference. Denver, CO.
- Sharp, L.A.,& Christian, R.C. (April 20, 2011). Agnew v. NCAA: Another anti-trust challenge. College Sport Research Institute (CSRI) Conference. Chapel Hill, N.C.

PROFESSIONAL PUBLICATIONS:

- Christian, R.C, Green, L, J.D. (May 2, 2014). Sickle Cell Trait Screening: Legal Issues & Perspectives. *Litigation Alert*, 11(8).

PROFESSIONAL DEVELOPMENT:

- Baker University Faculty Workshop, (August 20-21, 2015; August 20-21, 2014; August 14-15, 2013).
- Baker University First-BYTE Seminar, new faculty training, (Fall 2013).
- University of Nebraska, Kearney Webinar: Changing Mindsets, Motivating Students, (2012).
- University of Nebraska, Kearney Work Place Violence Prevention Training, (2012).
- University of Nebraska, Kearney Intellectual Property, Patents, Copyrights, and More session (2012).
- University of Nebraska, Kearney Family Educational Rights and Privacy Act (FERPA) Training (2011).
- Integrated Marketing Summit Conference – Denver (2010). Integrating offline and online media; social media; marketing metrics, marketing best practices; customer relationship management (CRM); “Planning for Marketing Effectiveness – Creating a Measurable Marketing Plan” workshop participant.

- Metro Leads – Leadership Seminar (2009-10). Series of monthly meetings designed to address current trends and problem-solving for Metro State. Presented on mentoring initiatives and best practices for university websites, with a focus on maximizing current trends and technology.
- Received extensive training in “Selling Through Partnering” and “Insights” programs through Eli Lilly and Company (2007).