

Professional Vita::Kathleen Ann Davis, Ph.D

SMRI Corporate Offices

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Professional Experiences

(Chronological Order-Past 23 Years)

Founder, President, CEO

Sport Management Research Institute (SMRI) (1996-Present)

Global Interface Consulting Group (2007-Present)

Dr. Davis is Founder, President and CEO of the Sport Management Research Institute (SMRI) which has studied sport research trends in the marketplace for the last 21 years. In, 2007, Kathleen established Global Interface Consulting Group (GIG), continuing to serve as the CEO and managing partner. SMRI and GIG select client list includes the National Football League, Red Bull North America, University of Southern California, New York Giants, New York Jets, Philadelphia Eagles, Oakland Raiders, Jacksonville Jaguars, Homestead Motor-sports Complex, Meadowlands Sport Complex, Bank Atlantic Center, Helen Hayes Broadway Theatre, USTA, WWE, US Open Tennis Championships, WTA, AVP, Breeders Cup 2012-2013, Del Mar Race Track and Super Bowls XXIX (1996) through LII (2018). She oversaw the 2011 NFL Fan Engagement Audit Platform for the NFL in fall of 2011, where all 32 Clubs/31 Stadiums were evaluated for optimizing the NFL Fan Experience. Current project work includes SB XLVIII NY/NJ Host Committee-Economic Impact Analysis; 2017 Breeders Cup at Del Mar; 2018 Farmers Insurance Open/2017-2018 Festival of Lights—City of Riverside/ 2004-Present Red Bull North America Event Data Analytics/2014-2018 WEF Economic Impact Study/OCALA Chamber of Economic Partnership-OCALA, Florida-Horse Industry Economic Impact.

Dr. Davis is a recognized expert nationally in the field of Sport Economics and Sport Market Analysis. She received national recognition as a Distinguished Women in Business in 2006 and distinguished alumni, California State Polytechnic University, 2010. SMRI and GIG Consulting are headquartered in San Diego, California.

Current Academic Teaching/Faculty Appointments:

University of Southern California

2013-Present; Adjunct Faculty, Annenberg School For Communications
Graduate CMGT Sport Advertising & Promotions Course

California State Polytechnic University, Pomona

2012-Present; Adjunct Faculty, College of Business, Undergraduate
Courses in Sport Marketing and Advanced Sport Marketing

Prior Academic Teaching/Faculty Appointments:

Associate Professor, Director, Graduate Sport Management Program

Florida Atlantic University, College of Business

(1998-2000)

Program responsibilities included developing and implementing the Graduate Sport Management Specialization Track-MBA Program. Developed curricular programs, taught courses in the Undergraduate and Graduate College of Business (Sport Enterprise, Sport Marketing, Sport Facility and Event Management, Sport Legal Issues, Sport Management Internship and Contemporary Issues in Sport Management). Also developed a Professional Advisory Board comprised of Industry Leaders in the South Florida Marketplace.

Associate Professor, Barry University

Director, Sport Manager Graduate/Undergraduate Programs

(1992-1997)

Academic responsibilities incorporated developing and implementing the Graduate Sport Management Dual Degree Program (MS/MBA) in conjunction with the School of Business. Taught courses at the Undergraduate/Graduate Levels in Sport Management, Sport Marketing, Sport Law, Sport Management Internship. Generated outside Grant funding for the Sport Management Program (50K). Completed text: Sport Management-Private Sector Business Strategies. Was awarded early tenure at (3 years).

1982-1996 Prior Academic Appointments -- (Associate Professor, Northeastern University, Director-Graduate Sport Management Program//Assistant Professor, Rice University, Director-Undergraduate Sport Management Program//Assistant Professor, Tulane University, Director Undergraduate Sport Management Program)

Educational Preparation

- 1979-1982: Ph.D. in Sport Management at the University of Southern California. GPA: 3.97
Teaching Assistant and became a full-time faculty member during academic preparation. Teaching responsibilities included Sport Management Graduate/Undergraduate Courses.
- 1977-79: M.S. in Sport Management at the University of Southern California. GPA: 3.9
Full academic scholarship (teaching assistantship).
- 1973-77: B.S. Cal Poly Pomona. Graduated Summa Cum Laude, GPA 3.73.

Applied Research Synopsis

(Chronological-1997 to Present)

- 1997 Super Bowl XXXI, NFL, Louisiana Superdome Market Research Analysis; Economic Impact World Series; US Tennis Open Market Analysis, ATP Worldwide Investigation Market Analysis;
- 1998 Canadian Tennis Open Montreal/Toronto; Baltimore Orioles Season Long Market Analysis; US Tennis Open Market Analysis; National Car Rental Center Feasibility Study; World Youth Games in Moscow Operational Analysis; Nagano Olympic Games Market Analysis;
- 1999 Super Bowl XXXIII Economic Impact NFL; Super Bowl XXXIII NFL Experience Market Analysis; US Tennis Open Market Analysis; NY Yankees Market Analysis; WTA Worldwide Investigation; Sprint PCS Miami Dolphins Sponsor Analysis; Reebok Market Analysis Tennis Masters Series, Cleveland Browns Season Market Analysis;
- 2000-2010

Super Bowl XXXIV Market Analysis NFL; US Open Tennis Market Analysis; Sydney Olympic Games UPS Sponsor Analysis; Cleveland Browns Market Analysis; Giants Stadium Market Analysis; Orange Bowl Economic Impact; Mass Mutual Sponsor Analysis-US Open; Bob Hope Chrysler Classic; Homestead Motorsports Winston Cup Economic Impact; National Car Rental Center Market Analysis; Qualcomm Stadium Market Analysis;

Super Bowl XXXV Market Analysis NFL; US Open Tennis Market Analysis; National Championship Orange Bowl Economic Impact/Market Analysis; Tennis Canada/Canadian Open Market Analysis; Giants Stadium Market Analysis;

Cleveland Browns Market Analysis; SMG Worldwide Arena and Stadium Operational Assessment (44 Facilities); Florida Panthers Market Analysis, National Car Rental Center Market Analysis, ATP Worldwide Study;

Super Bowl XXXVI Market Analysis NFL; US Open Tennis Market Analysis; NASDAQ-100 Market Analysis, Broward Center for the Performing Arts Market Analysis, Greater Ft. Lauderdale Convention and Visitors Bureau Market Analysis; SMG Worldwide Facility Assessment (ongoing); SMG Convention Centers Market Analysis; Giants Stadium Market Analysis; Cleveland Browns Market Analysis; AVP National Tour; Davis Cup Market Analysis; USTA Membership Analysis; West Virginia University Market Analysis/Staff Training; Pittsburgh Steelers Market Analysis.

Super Bowl XLI, SMG Mystery Shopper Program and SMG Guest Service Training Company, AVP National Tour, WTA, US Open, USTA National Amateur Championships, Jobing.Com Arena, Seattle Super Sonics, and Canadian Tennis Championships

Publications

1994 Sport Management: Private Sector Business Strategies, Prentice-Hall Publishers.

1995 Sport Business Writer, Sun Sentinel Newspaper

1998 Stadium & Arena Management Journal "Customer Satisfaction at the Forefront"
1998-2000 Sport Business Writer, FoxSport.com

Research cited nationally and internationally in a variety of publications, including but not limited to the New York Times, NY Post, Cranes Business, LA Times, Orange County Register, Miami Today, New Orleans City Beat, Smith/Street Sport Business, Miami Herald, Fast Track Magazine, Sport Daily News, Miami Today and the Wall Street Journal. Conducted personal interviews with CBS and NBC Broadcast Networks regarding Super Bowl Coverage.

*Featured SMRI Business Stories in 2002: Sun Sentinel Newspaper;
South Florida CEO Magazine, Smith/Street Sport Business Journal.*

National & International Presentations/Scholarly Contributions

(Past 13 Years)

Breeders' Cup Host Committee-Del Mar-2017
Stadium Managers Panel, Singapore-2016
ESMA (European Stadium Managers Association) Paris, France 1997
NASSM Program Reviewer, 1994-1998
Moscow, Russia, 1998 Luzniki Stadium Managers
SMG (Spectacor Management Group) Worldwide, 1997, 2000, 2001
Olympic Consortium-Orlando, 1997
SMA (Stadium Managers Association) – Palm Springs. 1998
SMA – Orlando, 2000
ESMA Lisbon, Portugal 2002
ALSD (Association of Leisure Suite Directors) 2002
28th Annual Horse Racing Symposium, University of Arizona, Tucson
International Tourism Research Association, Presenter/Session Moderator, 2001
SUPER BOWL XXXIX Panel, Jacksonville, FL. 2004
SMA "Searching and Finding Service Excellent in Sport", Miami, FL 2004
ALSD "Curriculum Development Premium Club Services", Board Member, 2005
SMG "Best Practices: SMG Facilities Worldwide" Washington, DC, 2005
IAAM Philadelphia "Customer Service Trends; You Had Me At Hello" 2006
SRI London "Striking Gold With Customer Service Training" 2006
Cal State San Marcos "In The Executive Chair" 2010-2012
Stadium Manager Association, Palm Springs-"NFL League Wide Fan Engagement Platform" 2012

Additional References

Dr. Carol Richardson, DEAN; COLS, National University; 909.524.1829
Mr. Jay Snyder, Former US Open Tennis Director, 2000-2008; 717.527.5025
Dr. Lena Rodriguez, Interim Dean, College of Business, National University; 858.253.2157
Dr. Juanita Rojas, Department Chair, Cal Poly Pomona, College of Business, IBM Department

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