

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

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**CURRENT ADDRESS:**

1420 Austin Bluffs Pkwy  
College of Business  
University of Colorado, CO Springs  
CO Springs, CO 80918

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E: [bnewland@uccs.edu](mailto:bnewland@uccs.edu)

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**CURRENT APPOINTMENTS:**

Associate Dean, College of Business

**August 2024 - present**

**OTHER KEY LEADERSHIP ROLES**

Assistant Dean & Professor, Division of Applied Undergraduate Studies, NYU

**May 2023-July 2024**

Member, Provost's Teaching Quality Committee, NYU

**Fall 2023-present**

Academic Director & C. Associate Professor, Preston Robert Tisch Institute for Global Sport

**July 2018 – May 2023**

Co-Chair, Academic Director Group

**2022 – 2023**

Board Member and Advisory Council, [Tharros](#)

**July 2022 - present**

Outreach Committee, [iGiant](#)

**May 2022 – present**

Academic/Conference Chair, [NASSM](#)

**June 2022 – June 2025**

Editor, [Sport Marketing Quarterly](#)

**Jan 2022 – December 2025**

Editor, Sport & Entertainment Review

**Jan 2018 – December 2021**

Associate Editor

[Sport Marketing Quarterly](#)

**January 2020 – December 2021**

[Management of Sport & Leisure](#)

**July 2021 – present**

[Event Management](#)

**October 2021 – present**

**PROFESSIONAL EXPERIENCE**

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2023	Professor	School of Professional Studies, NYU
2018-2023	Academic Director & Associate Professor	Tisch Institute for Global Sport, NYU
2017- present	Research Affiliate, Center for Sports & Business	Stockholm School of Economics, Sweden
2018	Associate Professor, Sport Management	Lerner College of Business, University of Delaware
2014-2017	Assistant Professor, Sport Management	Lerner College of Business, University of Delaware
2013-2014	Honorary Research Fellow	College of Business, Victoria University
2011-2013	Lecturer (Assist. Prof. equivalent)	College of Business, Victoria University
2011-2014	Affiliate Faculty	Department of Kinesiology & Health, UT-Austin
2008-2011	Lecturer	Department of Kinesiology & Health, UT-Austin
2010-2011	Coordinator	Sport Development Lab, UT-Austin
2007-2008	Postdoctoral Fellow	Department of Kinesiology & Health, UT-Austin
2006-2007	Director of Research	Youth InterACTIVE, Austin, TX (now ACTIVE Life)
2004-2006	Graduate Assistant/Adjunct Faculty	United States Sports Academy, Daphne, AL
2003-2004	Territory Manager	National Spirit Group, Denver, CO
2001-2003	Recreation Coordinator	North Jeffco Parks and Recreation, Arvada, CO
2001-2002	Adjunct Faculty	Department of Human Performance & Sport, MSUD

**PROFESSIONAL MEMBERSHIPS**

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2021 – 2022	World Association of Sport Management (WASM), <i>Executive Board member</i>
2020 – present	Sport Marketing Association, <i>professional member</i>
2014 - 2018	North American Society of the Sociology of Sport (NASSS), <i>professional member</i>
2007 - present	North American Society of Sport Management (NASSM), <i>professional member</i>
2010 - present	Sport Management Association of Australia and New Zealand (SMAANZ), <i>professional member</i>

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2015 – present                      European Association of Sport Management (EASM), *member*

2011 - 2013                         Council for Australian University Tourism & Hospitality Education (CAUTHE), *member*

2006 - 2009                         American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD), *member*

**EDUCATION:**

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2007	Postdoctoral Fellow	University of Texas at Austin	Sport Management
2006	Doctorate	United States Sports Academy	Sport Management
2000	MPE	University of Nebraska-Lincoln (UNL)	Exercise Physiology & Nutrition
1998	BS	University of Nebraska-Lincoln (UNL)	Exercise Science

**CERTIFICATIONS:**

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2016    Certified Hospitality Educator    American Hotel & Lodging Educational Institution

**PUBLICATIONS: PEER REVIEWED JOURNAL ARTICLES**

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**CODE:** Australian Business Dean’s Council: +++A ranking; ++B ranking; +C ranking; Impact factor >3, 2-3, <2

++Hayduk, T. M., **Newland, B. L.**, Yeh, A. (2024). Franchise ownership as individual-level sport brands: Exploring a digitally intermediated process model. *Sport Marketing Quarterly*, 33(3), **Accepted**.

+Davies, M., Aicher, T. J., **Newland, B. L.**, & Hungenberg, E. (2024). Together we go far”: Exploring the motivational dispositions within connected fitness. *Journal of Applied Sport Management*, <https://doi.org/10.7290/jasm16jdap>.

++Davies, M., Hungenberg, E., Aicher, T. J., & **Newland, B. L.** (2024). Work[out] from home: The relationships between brand community and brand equity among connected fitness brand users. *International Journal of Sport Marketing & Management*. **In Press**.

++**Newland, B. L.**, & Aicher, T. J. (2023). Understanding runner’s passion and addiction: A Kano method analysis. *Managing Sport & Leisure*. DOI: [10.1080/23750472.2023.2219692](https://doi.org/10.1080/23750472.2023.2219692).

+Cialone, W., & **Newland, B. L.** (2023). SaberBall: Exploring the Next Era of Baseball. *Case Studies in Sport Management*, 12(1), 19-26.

Imbrogno, C., **Newland, B. L.**, & Warner, S. (2021). The role of community in athlete transgressive behavior. *Journal of Issues in Intercollegiate Athletics*, 14, 285-303.

++**Newland, B. L.**, Aicher, T. J., Davies, M., & Hungenberg, E. (2021). Sport event ecotourism: Sustainability of trail racing events in US National Parks. *Journal of Sport & Tourism*. <https://doi.org/10.1080/14775085.2021.1902374>.

Aicher, T. J., & **Newland, B. L.**, (2021). Sport’s future leaders – Workforce development in small sport organizations. *Sport and Entertainment Review*, 8(1). <https://serjournal.com/2021/02/15/sportsfutureleaders/>

+++Yoo, J. E., **Newland, B. L.**, & Woojin, L. (2021). Influencing Active Sport Tourists’ Loyalty to Event and Destination. *Event Management*. DOI: <https://doi.org/10.3727/152599519X15506259856336>

+++**Newland, B. L.**, & Yoo, J. E. (2021). Leveraging behavioral intentions: maximizing event and destination benefit from active sport travel. *Journal of Vacation Marketing*. <https://doi.org/10.1177/1356766720948249>

+++Aicher, T. J., **Newland, B. L.**, & Buning, R. (2020). Running through Travel Career Progression: Social Worlds and Active Sport Tourism. *Journal of Sport Management*. DOI: <https://doi.org/10.1123/jsm.2019-0256>

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- +Hayduk III, T. M. & **Newland, B. L.** (2020). Signaling Expertise: A Comparison of Male and Female Sport Entrepreneurs. *Journal of Applied Sport Management*, 12(2), 23-35.
- ++**Newland, B. L.**, & Aicher, T. J. (2018). Exploring sport participants' event and destination choices. *Journal of Sport & Tourism*, 22(2), 131-149.
- +++Aicher, T. J. & **Newland, B. L.** (2018). To explore or race? Examining endurance athletes' destination event choices. *Journal of Vacation Marketing*, 24(3), 340-354.
- +**Newland, B. L.**, & Robertson, M. (2018). An exploration of tourists' perceptions of a rural mountain bike event. *Journal of Applied Sport Management*, 10(1), 13-22.
- +++Woolf, J., Berg, B., **Newland, B. L.**, & Green, B. C. (2016). So you want to be a fighter? Institutional work and sport development processes at an elite mixed martial arts gym. *Journal of Sport Management*, 30, 438-452.
- Newland, B. L.** (2016). Sport for all: Events and facilities as facilitators to lifelong sport involvement. *Sport & Entertainment Review*, 2(1), 19-24.
- +++Fairley, S., Lovegrove, H., **Newland, B. L.**, & Green, B. C. (2016). Image recovery from negative media coverage of a sport event: Destination, venue, and event considerations. *Sport Management Review*, 19(3), 352-360.
- +++Phillips, P. & **Newland, B. L.** (2014). Emergent models of sport development and delivery: The case of Triathlon in Australia and the US. *Sport Management Review*, 17(20), 107-120.
- ++Rundio, A., Heere, B., & **Newland, B. L.** (2014). Cause-related versus non-cause-related sport events: Differentiating endurance events through a comparison of athletes' motives. *Sport Marketing Quarterly*, 14, 17-26.
- ++Robertson, M., **Newland, B. L.**, & Darcy, P. (2014). Niche sport events as brand narrative for rural destinations: An analysis of the UCI Mountain Bike World Cup. *International Journal of Sport Management*, 15(2), 193-218.
- Heere, B., & **Newland, B. L.** (2014). Moving beyond the female spectator as a demographic: Measuring the salience of gender identity and its effect on team identity. *Journal of Contemporary Athletics*, 7(3).
- +++**Newland, B.L.** & Bowers, M. (2013). Managing a confederation of rivals. *Sport Management Review*, 16(3), 388-396.
- Newland, B. L.**, Dixon, M. A., & Green, B. C. (2013). Engaging youth through sport: Examining the disconnect between program vision and implementation. *Journal of Physical Activity and Health*, 10(6), 805-812.
- +++**Newland, B. L.**, Chalip, L. C., & Ivy, J. L. (2012). Coping with a cluttered marketplace: Athlete choice of products to support training. *Journal of Sport Management*, 27, 59-72.
- ++**Newland, B. L.**, & Kellett, P. (2012). Exploring new models of elite sport delivery: The case of triathlon in the US and Australia. *Managing Leisure (now Managing Sport & Leisure)*, 17, 170-181.
- ++Warner, S., **Newland, B. L.**, & Green, B. C. (2011). More than motivation: Reconsidering volunteer management tools. *Journal of Sport Management*, 25, 391-407.
- ^**Newland, B. L.**, & Chalip, L. (2010). Marketing a sport club: The case of the Austin Duathletes. *Sport Management Education Journal*, 4, 76-92.

**PUBLICATIONS: UNDER PEER REVIEW**

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- ++Knowlton, M., & **Newland, B. L.** (2024). We love to lift too!: Women's lived experiences in weightlifting. *Sport in Society*. Under Review.

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- +++Zhang, X., & Newland, B. L. (2024). Title TBD. *International Journal of Intercultural Relations*. Under Review.
- +++Newland, B. L. (2024). Female Solo Travel: An Adventure Trekker's Autoethnography. *Qualitative Research in Sport, Exercise, and Health*. Under Review.
- +Goldsmith, A. L.<sup>1</sup>, Newland, B. L.<sup>1</sup>, & Walker, M. B.<sup>2</sup>. (2024). A conceptual model for examining whistleblowing in sport. *Sport, Business, & Management*. Under review
- +++Jakar, G., & Newland, B. L. (2024). Exploring physical activity oases and food swamps in NYC. *Cities*. Under Review.

**PUBLICATIONS: BOOKS AND BOOK CHAPTERS**

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**Editor:**

- Aicher, T.J., & Newland, B. L., & Paule-Koba, A., (2025). *Sport Facility and Event Management (3<sup>rd</sup> Ed)*. Sudbury, MA: Jones & Bartlett Learning. **In development.**
- Gillentine, A., Crow, R. B., & Newland, B. L. (2022). *Foundations of Sport Management (4<sup>th</sup> Ed)*. Morgantown, WV: FiT Publishing.
- Newland, B. L., & Aicher, T. J., (2019). *Applied Sport Event Management*. Toronto, Ontario: Top Hat Monocle, Corp.
- Aicher, T.J., & Newland, B. L., & Paule-Koba, A., (2019). *Sport Facility and Event Management (2<sup>nd</sup> Ed)*. Sudbury, MA: Jones & Bartlett Learning.
- Aicher, T.J., Paule-Koba, A., & Newland, B. L. (2015). *Sport Facility and Event Management*. Sudbury, MA: Jones & Bartlett Learning. ISBN: 978-1284034790

**Chapters:**

- Carlsson-Wall, M., & Newland, B. L. (2024). Blockchain, Sport, and Navigating the Sports Tech Dilemma (2<sup>nd</sup> Ed). In S. L. Schmidt (Ed), *21<sup>st</sup> Century Sports: How Technologies Will Change Sports in the Digital Age*. Springer International.
- Newland, B. L., (2024). Sport Participation in the United States. In M. A. Dixon and M. T. Bowers (Eds) *Sport Management: An Exploration of The Field and its Value (2<sup>nd</sup> Ed)*. Sagamore. **Forthcoming**
- Newland, B. L., Hall, S., and Aicher, T. J. (2024). Sport Facility and Event Management. In P. M. Pederson & L. Thibault (Eds.) *Contemporary Sport Management (8<sup>th</sup> Ed)*. Human Kinetics. **Forthcoming**
- Newland, B. L. (2024). Sport Event Marketing. *Routledge Encyclopedia of Sport Studies*. In V. Girginov & M. Parent (Eds). Sport Events. Routledge. **Forthcoming**
- Newland, B. L. (2023). Sport Pathways. *Routledge Encyclopedia of Sport Studies*. In V. Girginov & E. Sherry (eds), Sport Development. Routledge. <https://doi.org/10.4324/9780367766924-RESS54-1>
- Newland, B. L., & Bowers, M. T. (2022). Impact of COVID on youth sport in the United States. *Handbook for Sport and Covid-19*. Routledge.
- Newland, B. L., & Aicher, T. J. (2022). Sport event management and tourism. In A. Gillentine, B. Crow, & B. L. Newland (eds), *Foundations of Sport Management (4<sup>th</sup> Ed.)*.
- Newland, B. L., & Aicher, T. J. (2022). The Digital Fitness Ecosystem. *The Digital Sport Handbook*. London: Routledge.
- Newland, B. L., & Carlsson-Wall, M. (2022). The Impact of Blockchain in Sport. *The Digital Sport Handbook*. Routledge.

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- Newland, B. L.,** & Hayduk, T. M. (2021). Business of mega recreational sport complexes. In K. Weaver (Ed), *Sport Finance: Where the Money Comes From, and Where the Money Goes*. Kendall-Hunt Publishing.
- Newland, B. L.,** Hall, S., and Aicher, T. J. (2021). Sport Facility and Event Management. In P. M. Pederson & L. Thibault (Eds.) *Contemporary Sport Management (7th Ed)*. Human Kinetics.
- Carlsson-Wall, M., & **Newland, B. L.** (2020). Blockchain and Sport – how to navigate the Sports Tech Dilemma? In S. L. Schmidt (Ed), *21st Century Sports: How Technologies Will Change Sports in the Post-digital Age*. Springer International.
- Newland, B. L.,** Encel, K., & Philipps, P. (2020). Pathways for Delivering Sport to Women and Girls. In E. Sherry & K. Rowe (Eds), *Developing Sport for Women and Girls*. Routledge.
- Newland, B. L. (2019). The Delivery and Management of Women-Only Sport Events and Their Future Sustainability. In N Lough & A. N. Geurin (Eds). *Routledge Handbook of the Business of Women's Sport*. Routledge.
- Newland, B. L. (2019). Management and Leadership. In B. L. Newland and T. J. Aicher (Eds). *Applied Sport Event Management*. Top Hat Monocle, Corp.
- Newland, B. L. (2019). Project Management. In B. L. Newland and T. J. Aicher (Eds). *Applied Sport Event Management*. Top Hat Monocle, Corp.
- Newland, B. L. (2019). Design & Schedule. In B. L. Newland and T. J. Aicher (Eds). *Applied Sport Event Management*. Top Hat Monocle, Corp.
- Newland, B. L. (2019). Budgeting. In B. L. Newland and T. J. Aicher (Eds). *Applied Sport Event Management*. Top Hat Monocle, Corp.
- Newland, B. L. (2019). Developing the Marketing Plan. In B. L. Newland and T. J. Aicher (Eds). *Applied Sport Event Management*. Top Hat Monocle, Corp.
- Newland, B. L. (2019). Developing the Sustainability Plan. In B. L. Newland and T. J. Aicher (Eds). *Applied Sport Event Management*. Top Hat Monocle, Corp.
- Newland, B. L. (2019). Developing the Event Leverage Plan. In B. L. Newland and T. J. Aicher (Eds). *Applied Sport Event Management*. Top Hat Monocle, Corp.
- Newland, M., & **Newland B. L.** (2019). Facility construction and design. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.) *Sport Facility and Event Management (2nd Ed.)*. Sudbury, Jones & Bartlett Learning.
- Newland, B. (2019). Designing the event experience. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.), *Sport Facility and Event Management (2nd Ed.)*. Jones & Bartlett Learning.
- Newland, B. (2019). Project management and event implementation. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.), *Sport Facility and Event Management (2nd Ed.)*. Jones & Bartlett Learning.
- Newland, B. (2019). Sport event marketing. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.), *Sport Facility and Event Management (2nd Ed.)*. Jones & Bartlett Learning.
- Aicher, T., & **Newland, B.** (2019). Consumer behavior. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.), *Sport Facility and Event Management (2nd Ed.)*. Jones & Bartlett Learning.
- Newland, B. L.,** Hall, S., and Paule-Kobe, A. (2018). Sport Facility and Event Management. In P. M. Pederson & L. Thibault (Eds.) *Contemporary Sport Management (6th Ed)*. Human Kinetics.

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- Newland, M., & **Newland B. L.** (2015). Facility construction and design. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.) *Sport Facility and Event Management* (pp. 37-54). Jones & Bartlett Learning.
- Newland, B. (2015). Designing the event experience. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.) *Sport Facility and Event Management* (pp. 103-120). Jones & Bartlett Learning.
- Newland, B. (2015). Project management and event implementation. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.) *Sport Facility and Event Management* (pp. 121-138). Jones & Bartlett Learning.
- Newland, B. (2015). Sport event marketing. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.) *Sport Facility and Event Management* (pp. 139-158). Jones & Bartlett Learning.
- Aicher, T., & **Newland, B.** (2015). Consumer behavior. In T. Aicher, A. Paule-Koba, & B. Newland (Eds.) *Sport Facility and Event Management* (pp. 159-178). Jones & Bartlett Learning.

**PRESENTATIONS: NATIONAL & INTERNATIONAL PEER REVIEWED**

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- Newland, B. L.,** & Aicher, T. J. (2024, May). Authentic assessment: An Ungrading approach to student evaluation. A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Minneapolis, MN.
- Newland, B. L.,** & Davies, M. (2024, May). The future of fitness? A study of user experience and motivation for a virtual reality workout program. A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Minneapolis, MN.
- Brown, B., **Newland, B. L.,** Valenta, B. (2023, October). Shifting the odds: Exploring new sports betting segments. A presentation at the conference of Sport Marketing Association (SMA), St. Petersburg, FL.
- Aicher, T. J., **Newland, B. L.,** & Ammon, R. (2023, June). *Outpacing the competition: Determining the role of satisfaction among event participants.* A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Montréal, Canada.
- Newland, B. L.,** & Aicher, T. J. (2022, December). *Holistic Event Leverage Model: Deepening the Sport Event & Tourism Leverage Ecosystem.* Sport Management Association of Australia and New Zealand (SMAANZ), Melbourne, Victoria, Australia.
- Newland, B. L.,** Hayduk, T. M., & Aicher, T. J. (2022, October). *Commercial Innovation in Sport Organizations: Do Fans Care?* A presentation at the conference of Sport Marketing Association (SMA), Charlotte, NC.
- Newland, B. L.,** Hungenberg, E., Davies, M., & Aicher, T. J. (2022, June). Somebody high-five me!: Exploring motivations of connected fitness brand users. A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Atlanta, GA.
- Jakar, G., & **Newland, B. L.** (2022, June). Exploring Physical Activity Oases and Food Swamps in NYC. A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Atlanta, GA.
- Davies, M., **Newland, B. L.,** Hungenberg, E., & Aicher, T. J. (2021, October). *Work[out] from home: The relationships between brand community and brand equity among connected fitness brand users.* A presentation at the conference of Sport Marketing Association (SMA), Las Vegas, NV.
- Brown, B., **Newland, B. L.,** Hayduk, T. M., Valenta, B., & Sikorjak, D. (2021, October). *Hindsight 2020: The year's impact on the NFL.* A presentation at the conference of Sport Marketing Association (SMA), Las Vegas, NV.
- Newland, B. L.** (2021, June). *Adventure Trekking: An Autoethnographic Examination.* A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Virtual.

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- Newland, B. L.,** & Aicher, T. J. (2021, June). *Running Passion: Does it Influence Event Satisfaction?* A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Virtual.
- Newland, B. L.,** Aicher, T. J., Davies, M., & Hungenberg, E. (2020, June). *Mass sport events and the environment: Can one exist without destroying the other?* A presentation at the conference of the North American Society for Sport Management (NASSM) Conference, San Diego, CA → Moved to virtual conference
- Hayduk III, T. M., & **Newland, B. L.,** (2019, November). *The effect of ownership technology expertise on financial performance in Major League Baseball.* Presentation at the conference of Sport, Entertainment & Venues Tomorrow Conference (SEVT), Columbia, SC.
- Newland, B., L.,** Geurin, A. N., & Brown, B. (2019, September). *Exploring Women's Passion for Sport: The Next Frontier of Fandom?* Presentation at the conference of the European Association for Sport Management (EASM) Conference, Seville, Spain.
- Newland, B. L.,** Geurin, A. N., Brown, B., Gennaro, V., Valenta, B., Jorensen, J., & Pullam, G. (2019, May). *The Great Divide: How Younger Generations are Disrupting the Sport Consumption Landscape.* Symposium presentation at the conference of the North American Society for Sport Management (NASSM) Conference, New Orleans, LA.
- Lough, N., Geurin, A. N., deHaan, D. McNary, E., Mumcu, C., **Newland, B. L.,** Peetz, T., Sherry, E., Weight, E., Brown, B. (2019, May). *The Evolving Business of Women's Sport.* Symposium presentation at the conference of the North American Society for Sport Management (NASSM) Conference, New Orleans, LA.
- Newland, B. L.,** Aicher, T. J., & Buning, R. J. (2018, September). *Social World Influence on Event Satisfaction and Runner Behaviors.* Presentation at the conference of the European Association for Sport Management (EASM) Conference, Malmo, Sweden.
- Yoo, J. E., **Newland, B. L.,** & Woojin, L. (2018, July). *Creating Sport Event Tourists' Experience Value and Loyalty.* Presentation at the 8<sup>th</sup> Global Events Congress, Warsaw, Poland.
- Buning, R. J., Aicher, T. J., & **Newland, B. L.** (2018, June). *The influence of an individual's social world status on event participation and satisfaction.* Presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
- Newland, B. L.,** & Aicher, T. J. (2018, June). *Aging and sport participation: exploring the influence of addition to sport.* Presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
- Aicher, T. J., & **Newland, B. L.** (2018, March). *Exploring sport participants' event and destination choices.* Presentation at the conference of Sport, Entertainment & Venues Tomorrow Conference (SEVT), Columbia, SC.
- Newland, B., L.,** & Yoo, J. E. (2017, September). *Event Characteristics' Effect on Sport Tourists' Behavioral Intentions.* Presentation at the conference of the European Association for Sport Management (EASM) Conference, Bern, Switzerland.
- Buning, R. J., **Newland, B. L.,** & Aicher, T. J., (2017, September). *Exploring the Impact of Social Worlds and Travel Conditions on Flow-on Tourism from Active Sport Events.* Presentation at the conference of the European Association for Sport Management (EASM) Conference, Bern, Switzerland.
- Newland, B. L.,** & Warner, S. (2017, May). *The Role of Community in Athlete Deviance.* Presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Denver, CO.
- Takacs-Haynes, K., & **Newland, B. L.** (2017, February) *Citius, Altius, Fortius (faster, higher, stronger) or Corrupta, Avarus, Superbi (corrupt, greedy, and hubristic)?* Presentation at the conference of Sustainability, Ethics, and

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Entrepreneurship (SEE) Conference, San Juan, Puerto Rico.

- Jacobs, B., **Newland, B. L.**, & Green, B. C. (2016, November). *Sustained sport participation: Exploring the role of sport in the lives of adults*. Presentation at the conference of the North American Society for the Sociology of Sport (NASSS) Conference, Tampa, Florida.
- Newland, B. L.**, & Aicher, T. J. (2016, June). *I'm racing abroad! Examining sport event and destination choices*. Presentation at the conference of the North American Society for Sport Management (NASSM) Conference, Orlando, Florida.
- Aicher, T. J., & **Newland, B. L.** (2016, March). *The Social Impact of the 1996 Atlanta Summer Olympic: A 20-year perspective*. Presentation at the conference of Sport, Entertainment & Venues Tomorrow Conference (SEVT), Columbia, SC.
- Newland, B. L.**, & Aicher, T. J. (2015, September). *Evolution of the adult sport participant: an exploration of sport induced outcomes*. Presentation at the European Sport Management Association (EASM) Conference, Dublin, Ireland.
- Drayer, J., Walker, M., Aicher, T. J., Balloui, K., Heere, B., Katz, M., Drane, D., **Newland, B. L.**, Mahan, J., Kent, A., Pflieger, A. & Cohen, A. (2015, November). *The Importance of the Fantasy Football League Community: Understanding the Dynamics of a Fantasy Football League and How it Effects How We Consume Our Football*. Presentation at the Sport Marketing Association (SMA) Conference, Atlanta, GA.
- Newland, B. L.**, & Aicher, T. J. (2014, November). *Bridging the gap between theory and practice through the development of future leaders*. Presentation at the conference of Sport, Entertainment & Venues Tomorrow Conference (SEVT), Columbia, SC.
- Woolf, J., Berg, B., **Newland, B. L.** & Green, B. C. (2014, November). *Emergent sports governance: Lessons from mixed martial arts*. Presentation at the conference of the Sport Management Association of Australia and New Zealand (SMAANZ). Melbourne, Australia.
- Newland, B. L.**, & Phillips, P. (2014, May). *Sport and recreation: Bridging the gap for a more inclusive sport development model*. Presentation at the conference of the North American Society for Sport Management, Pittsburg, PA.
- Aicher, T. J., & **Newland, B. L.** (2013, May). *A meta-analysis of the social impacts of the Olympic Games*. Presentation at the conference of the North American Society for Sport Management, Austin, TX.
- Newland, B. L.**, & Westerbeeck, H. (2012, November). *Workforce development in sport: Conceptualising the future success of the industry*. Presentation at the conference of the Sport Management Association of Australia and New Zealand (SMAANZ). Sydney, Australia.
- Robertson, M., & **Newland, B. L.** (2012, June). *Niche sport tourism and congruence with rural place formation*. Presentation at the Advances in Hospitality and Tourism Marketing & Management Conference, Corfu, Greece.
- Jacobs, B., **Newland, B. L.**, & Green, B. C. (2012, May). *Exploring meaning and purpose in adult sport participation*. Presentation at the conference of the North American Society for Sport Management, Seattle, WA.
- Newland, B. L.**, & Kellett, P. (2011, November). *Considering new models for sport development: Event management companies as providers*. Presentation at the conference of the Sport Management Association of Australia and New Zealand (SMAANZ), Melbourne, Australia.
- Newland, B. L.**, & Green, B. C. (2011, June). *Improving organizational effectiveness: Understanding athletes' socio-cultural adaptation to new training environments*. Presentation at the conference of the North American Society for Sport Management, London, Ontario, Canada.



**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

- Newland, B. L. (2010, June). *Development of youth Triathlon: A Delphi study*. Presentation at the conference of the North American Society for Sport Management, Tampa, FL.
- Newland, B. L. (2010, June). *Classroom response systems: Using technology to enhance sport management instruction*. Presentation at the conference of the North American Society for Sport Management, Tampa, FL.
- Newland, B. L.**, Chalip, L. C., & Ivy, J. L. (2009, May). *The Relative contributions of endorsement and scientific evidence on athletes' product preference*. Presentation at the conference of the North American Society for Sport Management, Columbia, SC.
- Newland, B. L.** (2009, May). *Managing a confederation of rivals: lessons from triathlon*. Paper presented at the conference of the North American Society for Sport Management, Columbia, SC.
- Green, B. C., (**Newland, B. L.**, Costa, C., & Dixon, M. A. (2008, April). *Antecedents and consequences of children's physical activity in Hispanic families*. Poster presented at the annual conference of the American Alliance for Health, Physical Education, Recreation, and Dance, Ft. Worth, Texas.
- Green, B. C., **Newland, B. L.**, Carson, M. I., Conant, E. B., Giraldo, S. J. et al., (2008, May). *Beyond Motivation: New ways to understand the volunteer experience*. Paper presented at the conference of the North American Society for Sport Management (NASSM), Toronto, Ontario.
- Newland, B. L.**, & Lomers, E. (2008, May). *Does Context Matter? A Comparison of continuing and episodic volunteers*. Paper presented at the conference of the North American Society for Sport Management, Toronto, Ontario.

**PUBLICATIONS: MEDIA AND NON-REFEREED**

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- Guercio, D. (2024, May 3). [How to \(finally\) finish your college degree, according to a university dean](#). *LifeHacker.com* (Interviewed for article)
- Newland, B. L., & Kerwin, S. (2024, February 23). [Listening to victims of maltreatment in sport: Avoiding the DARVO effect](#). *We Ride Together*.
- Kaplan, D. (2022, March 18). [Could Russia's invasion of Ukraine push western sports to reconsider overseas relationships?](#) *The Athletic* (Interviewed for article)
- Newland, B. L. (2022, March 14). [Data will level the playing field for trans athletes](#). *Sport Business Journal*.
- Anzidei, M. (2022, February 28). [With Landmark Equal Pay Settlement, U.S. Women's Soccer Players Spur Changes in Sport](#). *North Jersey.com*. (Interviewed for article)
- Newland, B. L. (2021, February). [Super Bowl by the Numbers: Ask the Experts](#). *Wallet Hub*.
- Newland, B. L.**, & Hayduk, T. M. (2020). [Female sport fandom: Insights from the growing female market](#). *NYU SPS Whitepaper*.
- Newland, B. L. (2013, July). [Top 5 Tips for Running a Charity Golf Tournament](#). *The NephCure Foundation*
- Newland, B. L. (2013, May). [High performance chocolate milk: Why most supplements are more spin than substance](#). *The Conversation*.
- Newland, B. L. (2012, August). [Gold or nothing: Has our emphasis on winning gone too far?](#) *The Conversation*.
- Newland, B. L.**, & Bowers, M. (2012, July). *Managing a confederation of rivals*. *Sporting Research Selection for Journalists*. Elsevier.

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

**INVITED TEACHING**

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*Sport Media II* (June 2023). Faculty - Intensive Course, Amsterdam University of Applied Sciences, Amsterdam, Netherlands.

*Sport Tourism & Mega Events* (October 2022). Invited Lecture - Leveraging Partnerships for Sustainability of Mega Events. Tisch Center for Hospitality, NYU.

*Sports & Business* (August 2022). Invited Lecture - Sustainable practices for a healthy sports ecosystem: Leveraging partnerships for success. Sport Leadership Institute, Amsterdam University of Applied Sciences.

*NFL Executive Education* (July 2022). Female fandom: A strategy to better engage consumers. NYU, New York, NY.

*Sport Media II* (June 2022). Faculty - Intensive Course, Amsterdam University of Applied Sciences, Amsterdam, Netherlands.

*Science of Fandom* (September 2021). Invited Lecture: Understanding Female Fandom. NYU, New York, NY.

*NFL Executive Education* (July 2021). Female fandom: A strategy to better engage consumers. NYU, New York, NY.

*Sport Media II* (June 2021). Faculty - Intensive Course, Amsterdam University of Applied Sciences, Amsterdam, Netherlands.

*Sport Media II* (June 2020). Faculty - Intensive Course, Amsterdam University of Applied Sciences, Amsterdam, Netherlands.

*Sport Tourism & Marketing of Mega Events*. (July 2019). Intensive Course, Keio University, Tokyo, Japan.

*Sport Media II* (June 2019). Faculty - Intensive Course, Amsterdam University of Applied Sciences, Amsterdam, Netherlands.

*International Olympic Committee International Coaching Enrichment Certificate Program* (September 2017). Invited Lecture: Social media use in sport organizations, hosted by University of Delaware.

*International Olympic Committee International Coaching Enrichment Certificate Program* (September 2016). Invited Lecture: Social media use in sport organizations, hosted by University of Delaware.

*International Olympic Committee International Coaching Enrichment Certificate Program* (June 2016). Invited Lecture: Social media use in sport organizations, hosted by University of Delaware.

*International Olympic Committee International Coaching Enrichment Certificate Program* (October 2015). Invited Lecture: Social media use in sport organizations, hosted by University of Delaware.

*Hotel, Restaurant, & Institutional Management Research Series* (October 2015). Invited Lecture: I'm racing abroad! Examining sport event and destination choices, hosted by University of Delaware.

*BBB4002 Graduate Research Methods* (April 2012). Invited lecture: Narrative Inquiry, Victoria University

**INVITED SPEAKING ENGAGEMENTS**

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Invited Speaker (November, 2023). Athlete Well-Being. *Coaching Staff*, Calhoun School, New York, NY.

Podcast (September, 2023). [InsideEvents w/Bri Newland on Environmentalism and Events](#). *InsideEvents with Mike Duignan*. University of Central Florida.

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

- Moderator (April 28, 2023). Sport for Progress Driving Development, Diplomacy, and Parity. *Graduate Sport Business Society and Student Association for Global Affairs*. New York University.
- Podcast (March 2023): [Keep the Line Moving](#): A Conversation with Dr. Bri Newland on Leadership in the Classroom. *Gargano Leadership Group hosted by Chris Gargano*. New York, NY.
- Moderator (January 29, 2023). [Health Equity Moonshot](#): How can women move from being short changed to being in charge? World Economic Forum, Davos Switzerland.
- Moderator (June 3, 2022). *NASSM President's Keynote Panel: Women-Led Sport Startups*. North American Society for Sport Management Conference. Atlanta, GA.
- Invited Panelist (May 27, 2022). *Sports Media of the Future*. Center for Sports and Management, Otto Beisheim School of Management, Germany.
- Podcast (2022, April 13). Amplification Avenue - [Sports Participation](#): A Conversation with Dr. Bri Newland on Trans Athletes in Sports. *Sawyer Business School Amplification Avenue Podcast hosted by Skip Perham*.
- Podcast (March 8, 2022). *Courage Chats: Girls and Women's Sport Participation*. [Tharros](#): Virtual
- Invited Panelist (March 4, 2022). *A Seat at the Table: Women in Male-Dominated Industries*. NYU SPS: Virtual.
- Invited Panelist (October 2021). [Athletes and Mental Health](#). University of Virginia Law School: Virtual.
- NYU Chalk Talk (October 2021). [The Future of Sport Analytics & Technology](#). New York University: Virtual.
- NYU Chalk Talk (February 2021). [The State of Women's Sports](#). New York University: Virtual.
- Invited Panelist (November 2020). Sport Marketing Association, SMASH Event: *Disruptions in Sport: Keeping with the COVID Themes Unique to 2020*. Virtual.
- NYU Alumni Panel (October 2020). [The Impact of COVID on the Sport Industry](#). New York University: Virtual.
- NYU Chalk Talk (September 23, 2020). [The State of Youth Sports](#). New York University: Virtual.
- Invited Panelist (May 2020). North American Society for Sport Management, President's Keynote Panel: *North American Sports post CoVid-19: How do we move forward?* Virtual.
- Keynote Speaker (July 2019). *Keio SDM SportsX Conference*, Tokyo, Japan.
- Invited Panelist (June 2019). *Sport Systems in the US*. Amsterdam University of Applied Sciences, Amsterdam, Netherlands.
- Invited Panelist (March 2019). *American University Law School*: Special Session on Sport Law and the NCAA. Washington, DC.
- Invited Panelist (March 2019). *SIGA Special Session on Women in Sports Business*: Panel Session dedicated to the Experiences of Women in Sport Business. Washington, DC.
- Invited Panelist (October 10, 2018). *SIGA Special Session on The Intersection of Integrity & The Sports Business*: Panel Session dedicated to Defining Good Governance & Compliance in Sport.
- Keynote Speech (March, 2017). *Nevertheless, she persisted: Gender & Sport in America*. Swedish Alliance for Women in Sport Gala, Stockholm School of Economics, Sweden.

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

Invited Presenter (July 2012). *VU and Melbourne: Leaders in Major Events ... Find Out Why!* Melbourne Careers Expo  
Melbourne, Victoria.

**PUBLICATIONS: REPORTS**

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Newland, B. L. (2023, March). *World Economic Forum Equity Moonshot Report*. World Women's Foundation.

Newland, B. L., Aicher, T., Davies, M., & Hungenberg, E. (2021). *Environmental Sustainability of the Grand Trail Fest*.  
Report to Vacation Races, UT.

Newland, B. L. (2015). *DE Bike Expo Feasibility Report and Event Strategy Proposal*. Report to Main Line Expo,  
Philadelphia, PA.

Newland, B. L. (2011). *ASC Workforce Development in Sport Literature Review*. Bruce, ACT: Australian Sports  
Commission.

**Newland, B. L., & Li, L.** (2009). *Thunder on the Colorado Event Report*. Report to the Smithville City Council. Smithville,  
TX.

Newland, B.L. (2006-2009). *ACTIVE Like Me: An analysis of children's knowledge, attitudes, and behaviors*. San Antonio  
YMCA: ACTIVE Life Movement.

Newland, B.L. (2007). *ACTIVE Like Me: An analysis of children's knowledge, attitudes, and behaviors*. Harlingen, TX:  
Youth InterACTIVE.

Newland, B.L. (2006). *Instructor perceptions of Youth InterACTIVE program training and implementation*. Austin, TX:  
Youth InterACTIVE.

Newland, B.L. (2006). *Instructor perceptions of Youth InterACTIVE program training and implementation: Boys and Girls  
Club*. Austin, TX: Youth InterACTIVE.

Newland, B.L. (2005). *Report on the effectiveness of the Lifewave Patch on aerobic capacity and muscular strength*. Daphne,  
AL: Lifewave, Inc.

**STUDENT SUPERVISION: THESES, DISSERTATIONS, CLUBS**

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Sport Business Professionals of the Future, *University of Delaware*  
Faculty Advisor, Sport Management Club, 2014-2018

Sport Business Society, *New York University*  
Faculty Advisor, 2018

**Undergraduate Thesis Supervision, New York University**

- Alex Yeh, Fall 2023  
Title: *Franchise ownership as individual-level sport brands: Exploring a digitally intermediated process model*,  
Sport Marketing Quarterly (accepted for publication 1/2024).
- William Cialone, Fall 2022  
Title: *Strategic Operations in Baseball: Maximizing the Window*, [Case Studies in Sport Management](#) (published)
- Liam Gibney, Fall 2022  
Title: *How the MLB and the Sport of Baseball Can Grow Exponentially Through the International Market*
- Do Young Chen, Spring 2022  
Title: *Risks Factors of Various kinds of Doping in the Sports Industry*
- Eduardo Lyrio, Spring 2022  
Title: *Factors Influencing Sports Betting in the United States*
- Colette Van Son, Spring 2022

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

- Title: Sport Development and the Future of Tennis*
- Andrew Wu, Sp2022  
    *Title: The Balance and Relationship Between Passing and Rushing in the National Football League*
  - Chris Imbrogno, Spring 2020  
    *Title: [The Role of Community in Athlete Transgressive Behavior](#) Journal of Issues in Intercollegiate Athletics (published)*

**Master's Thesis Supervision**

- Xuanzi (Percy) Zhang, Fall 2022  
    *Title: Sport as a Tool for International Student Acculturation on Campus*
- Monica Knowlton, Fall 2022  
    *Title: We love to lift too!: Women's lived experiences in weightlifting*
- Diana Hutagalong, 2012-13  
    *Title: An exploratory study of attendees' intentions to attend a prospective cultural festival*
- Ugyen Dorji, 2012-13  
    *Title: An exploration of how the destination influences the pattern of international travelers to Bhutan.*

**Honors Supervision, Victoria University**

- Kendal Fischer, 2012-13  
    *Title: An exploration of key factors that impact the visitor experience.*

**Post-graduate Directed Research Supervision**

- Brittany Jacobs, 2011, *University of Texas at Austin*  
    *Title: Why Sport? Understanding the Meaning of Sport in the Lives of Adult Participants: A Pilot Study*

**Post-graduate Dissertation Committee Member**

- Amy Rudio, 2011-12, *University of Texas at Austin*  
    *Title: [The Motives of Endurance Athletes to Participate in Cause-Related or Non-Cause-Related Sport Events](#) (published)*
- Gina Antonello, 2021-2023, *Troy University* (External committee member)  
    *Title: TBD*

**DEGREE DEVELOPMENT/IMPLEMENTATION**

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Associate of Applied Science, Real Estate, *New York University*, under development  
Associate of Applied Science, Sport Management, *New York University*, under development  
Bachelor of Science, Leadership & Management, *New York University*, under development  
Bachelor of Science, Applied Technology, *New York University*, under development  
Bachelor of Arts, Applied Integrated Studies, *New York University*, under development  
Minor in Sport Management, *NYU*, Implemented Fall 2023  
Continuing Education Sport Analytics Certificate, *NYU*, Implemented Fall 2021  
Continuing Education Sport Tech and Innovation Certificate, *NYU*, Implemented Fall 2021  
Bachelor of Sport Management, *New York University*, Implemented Fall 2021 (Approved December 2020)  
Bachelor of Sport Management, Global Studies Specialization, *New York University*, implemented Spring 2024  
4+1 SPS Collaborative Graduate Program, *New York University*  
Event Management Minor, *University of Delaware*

**COURSE DEVELOPMENT/DESIGN**

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UNDERGRADUATE COURSES:

Independent Study, *New York University*  
Sport Industry Thesis, *New York University*  
Live Event Management, *New York University*  
Event Planning and Operations, *New York University*

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

Sport Marketing, *New York University*  
Sociology of Sport – The Dark Side of Youth Sport, *New York University*  
Sociology of Sport – Chasing Death: An Exploration of Extreme Sport, *New York University*  
Research Methods, *New York University*  
Applied Research, *New York University*  
Sport Tourism Management, *University of Delaware*  
Sport Event Practicum, *University of Delaware*  
Study Abroad: International Sport & Tourism, *University of Delaware*  
Legal Aspects of Sport Management, *University of Delaware*  
Sport Event and Facility Management, *University of Delaware*  
Management of Sport Information, *University of Delaware*  
Foundations in Sport Management, *University of Delaware*  
Sport Marketing, *University of Delaware*  
Ethical Issues in Sport, *University of Delaware*  
Introduction to Events, *Victoria University*

Live Performance Management, *Victoria University*  
Event Operations, *Victoria University*  
Event Evaluation and Legacy, *Victoria University*  
Sociology of Sport and Physical Activity, *University of Texas at Austin*  
Structure and Organization of Sport and Physical Activity Programs, *University of Texas at Austin*  
Philosophy of Sport and Physical Activity, *University of Texas at Austin*  
Management of Physical Activity and Sport Programs, *University of Texas at Austin*  
Revenue and Budgeting in Sport, *University of Texas at Austin*  
Introduction to Health and Fitness, *Metropolitan State College of Denver*  
Step Aerobics, *Metropolitan State College of Denver*  
Stretch and Strength, *Metropolitan State College of Denver*  
Human Anatomy Laboratory, *University of Nebraska, Lincoln*

GRADUATE COURSES: MASTERS

Sport Business Thesis I, *New York University*  
Global Sport Business, *New York University*  
Olympics and Global Events, *New York University*  
Legal Aspects of Sport Management, *University of Delaware*  
Sport and Special Event Management, *University of Texas at Austin*  
Sport Marketing, *University of Illinois @ Urbana-Champaign (online)*  
Sport Event Management, *University of Illinois @ Urbana-Champaign (online)*  
Sport Promotion & Publicity, *Texas Women's University (online)*  
Research Seminar in Sport Management, *Texas Women's University (online)*  
Financing the Sport Enterprise, *Texas Women's University (online)*  
Sport Sales, Sponsorship and Fundraising, *Texas Women's University (online)*  
Legal Issues in Sport, *Texas Women's University (online)*  
Sport Media & Stakeholder Relations, *Texas Women's University (online)*  
Sport Industry, *Texas Women's University (online)*

GRADUATE COURSE: PHD

Theory and Issues in Sport Management Research, *University of Texas at Austin*  
Doctoral Seminar in Electronic Sport Information, *Texas Women's University (online)*

CONTINUING EDUCATION CERTIFICATES

Sport Analytics Certificate Program, *New York University*  
Sport Tech & Innovation Certificate Program, *New York University*

CONTINUING EDUCATION COURSES

Blockchain for Sports, *New York University*

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

**PROFESSIONAL SERVICE: UNIVERSITY**

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2023-2025	NYU Athletics Advisory Committee, <i>New York University</i>
2023-2025	Provost's Teaching Quality Committee, <i>New York University</i>
2023	Search Committee: Integrated Marketing Chair, Division of Programs in Business, <i>New York University</i>
2023	SPS Convocation Speaker Selection Committee, <i>New York University</i>
2022-2024	Dean's Research Committee, <i>New York University</i>
2022	Search Committee Assistant Professor: Tisch Center, Hospitality Event faculty, <i>New York University</i>
2021-2022	Academic Director Strategic Working Group, Co-Chair, <i>New York University</i>
2021-2022	Chair, Annual Review Committee, <i>New York University</i>
2021-2022	Search Committee Academic Associate Dean – Schack Institute for Real Estate, <i>New York University</i>
2021-2022	NYU Fulbright Scholar Reviewer, <i>Office of Global Awards, New York University</i>
2020	SPS COVID Task Force, <i>New York University</i>
2020	Search Committee Assistant Professor – Tisch Institute for Global Sport, <i>New York University</i>
2019	Marketing and Recruitment Task Force, <i>New York University</i>
2019	Search Committee Assistant Professor – Tisch Center, Hospitality Entrepreneurial faculty, <i>New York University</i>
2018-2019	Search Committee – Associate Dean for Academic & Faculty Affairs, <i>New York University</i>
2018-2019	NYU Sport Business Society Faculty Advisor, <i>New York University</i>
2017	HIRM Strategy Faculty Search Committee, <i>University of Delaware</i>
2017-2019	Member-at-large, CT Caucus, <i>University of Delaware</i>
2018-2019	Vice Chair, Faculty Senate Student Life Committee, <i>University of Delaware</i>
2017-2019	Lerner Committee on Organization, <i>University of Delaware</i>
2017-2019	Lerner Undergraduate Curriculum Committee, <i>University of Delaware</i>
2016-2018	Bylaws Committee (Ad Hoc), <i>University of Delaware</i>
2016-2018	SPTM Undergraduate Studies & Curriculum Committee, <i>University of Delaware</i>
2016-2018	HBM Scholarships & Awards Committee, <i>University of Delaware</i>
2016	HIRM F&B Search Committee, <i>University of Delaware</i>
2015-2016	BUAD P&T Document Revision Committee, <i>University of Delaware</i>
2015-2018	Faculty Senate Student Life Committee, <i>University of Delaware</i>
2015-2016	BUAD Study Abroad Faculty Representative, <i>University of Delaware</i>
2014	Sport Management Club Faculty Advisor, <i>University of Delaware</i>
2014-2016	BUAD Undergraduate Programs Committee, <i>University of Delaware</i>
2012-2013	Research Knowledge Exchange Committee, <i>Victoria University</i>
2011-2012	Sport & Exercise Science Distinctive Specialization Working Committee, <i>Victoria University</i>
2011-2012	Major Events Distinctive Specialization Working Committee, <i>Victoria University</i>
2011	Non-Tenured Merit Review Committee Member, Department of Kinesiology & Health <i>University of Texas at Austin</i>
2011	Outstanding Master's Thesis/Report Selection Committee Member, <i>University of Texas at Austin</i>
2008-2011	Sport Management Program Committee, <i>University of Texas at Austin</i>
2008-2011	Sport Management Graduate Admissions Committee, <i>University of Texas at Austin</i>

**PROFESSIONAL SERVICE: BOARDS, COUNCILS, COMMISSIONS, COMMITTEES**

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2023 - 2025	Conference Chair	NASSM
2022 – 2025	Academic Chair	NASSM
2023 - 2025	Outreach Committee	iGiant
2022	Board Member	iGiant
2022 - 2025	Advisory Council and Board Member	Tharros.org

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**

**ASSOCIATE DEAN**

2022	Advisory Board: “Dream Together” MS Program	Kyung Hee University, S. Korea
2021-2022	Governing Board Member	World Association of Sport Management (WASM)
2021-2022	President	NASSM
2020 - present	Reimagining School Sport Advisory Council	Aspen Institute - Project Play
2020-2021	Constitution & Operating Code Review	NASSM
2020-2022	Chair, Governance Restructure Implementation Committee	NASSM
2020- present	Women in Sport Think Tank Collective	Wasserman & university partners
2020 - present	Research Affiliate, SIGA University Network	Sport Integrity Global Alliance (SIGA), London
2020-2021	President-Elect	North American Society for Sport Management (NASSM)
2020-2021	Senior Research Award Ad Hoc Committee	NASSM
2019- present	Member	Quality Sport in America Coalition
2018-2020	Member at Large, Executive Council	NASSM
2017- present	Research Affiliate, Center for Sports & Business	Stockholm School of Economics
2017- 2019	Strategic Plan Working Group	NASSM
2015- present	Conference & Sponsorship Committee	NASSM
2015- 2018	Chair, Marketing & Communications Committee	NASSM
2014-2015	Communication Task Force	NASSM
2013-2015	Marketing & Communications Committee	NASSM
2012-2014	Industry Relations Committee	NASSM
2012-2014	Youth Development & Coaching Commission	Cycle Victoria, Australia
2010 - 2011	Executive Board Member, Vice President	Austin Duathletes
2007 - 2010	Board Member, Event Director	Austin Duathletes
2006-2007	Mayor’s Fitness Council	Austin, TX

**PROFESSIONAL SERVICE: EDITORIAL BOARDS**

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2022- 2025	Editor-in-Chief	Sport Marketing Quarterly
2021- present	Associate Editor	Event Management
2021-2022	Special Editor, Active Sport Ecotourism & Sustainability	International Journal of Sport Management & Marketing
2021- present	Associate Editor	Managing Sport & Leisure
2020- 2021	Associate Editor	Sport Marketing Quarterly
2021-2022	Co-Editor, Women in Sport Tourism	Frontiers, Sport, Leisure, & Tourism
2020-2021	Co-Editor, Special Topics in Sport Tourism	Frontiers, Sport, Leisure, & Tourism
2020-2022	Editorial Board	Frontiers, Sport, Leisure, & Tourism
2019- 2022	Editorial Board	Frontiers, Sports & Active Living
2019- present	Editorial Board	International Journal of Sport Communication
2019- 2020	Section Editor: Industry Insider/Editorial Board	Sport Marketing Quarterly
2018- present	Editorial Board	Sport, Business and Management: An International Journal
2018- 2021	Editor	Sport and Entertainment Review
2016- 2017	Associate Editor	Sport & Entertainment Review
2015- 2019	Editorial Board	Journal of Applied Sport Management
2014- 2016	Editorial Board	Sport and Entertainment Review

**PROFESSIONAL SERVICE: AD HOC JOURNAL, BOOK, & CONFERENCE REVIEWS**

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2022-2025	<b>Academic Chair</b> , <i>NASSM National Conference</i>
2015- present	<b>Abstract Reviewer</b> , <i>EASM National Conference</i>
2013-2022	<b>Abstract Section Head</b> , <i>NASSM National Conference</i>
2009-2013	<b>Abstract Reviewer</b> , <i>NASSM National Conference</i>
2008-present	<b>Ad hoc Reviewer</b> : <i>International Journal of Environmental Research &amp; Public Health, Environment, Development and Sustainability, Frontiers, Journal of Interpersonal Violence, Journal of Sport Management, Sport Management Review, Journal of Destination Marketing &amp;</i>



**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

*Management, Leisure Sciences, International Journal of Sport Management and Marketing, International Journal of Sport Marketing and Sponsorship, Journal of Global Marketing, Journal of Applied Sport Management, European Sport Management Quarterly, Journal of Vacation Marketing, International Journal of Sport Management, Journal of Sport & Tourism, Sport Management Education Journal, Health Promotion Practice, Journal of Applied Social Psychology, Journal of Issues in Intercollegiate Athletics, Journal of Intercollegiate Sport, Tourism Recreation Research, Sustainability*

2010-present  
2007-2010

**Book Proposal/Book Reviewer**, Routledge Publishing, Oxford University Press  
**Abstract Reviewer**, Sport Management Division, AAHPERD National Convention and Exposition

**PROFESSIONAL SERVICE: COMMUNITY**

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2015	GSI Expert Research Programme	Sport Cal, London, UK
2014	Research/Event Consultant	Main Line Expo, Philadelphia, PA
2008 - 2009	Research Consultant	11 Productions, Austin, TX
2007 - 2009	Research Consultant	ACTIVE Life Movement, Austin, TX
2007-2010	Event/Race Director	Austin Duathletes, Austin, TX
2006 - 2007	Event/Race Director	Team Austin Tri-Sports, Austin, TX

**PROFESSIONAL DEVELOPMENT**

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2023	Senior Academic Leadership Development Academy (SALDA), NYU
2022-2023	<a href="#"><i>FRN Leadership Initiative</i></a> , NYU
September 2021	<i>Designing Engaging Learning Experiences for Undergraduates</i> , Harvard Business Publishing Education
September 2021	<i>Op-ed Workshop</i> , Wasserman, The Collective
May 2020	<i>Remote Learning Workshop</i> , Center for Academic Engagement Services, NYU
July 2019	<i>The Op-ed Project Seminar: "Write to Change The World"</i> , The OpEd Project
July 2017	<i>Teaching in no time</i> , 4-week course, National Center for Faculty Development & Diversity
Summer 2017	<i>Faculty Success Alumni Program</i> , National Center for Faculty Development & Diversity
Spring 2017	<i>Faculty Success Program</i> , National Center for Faculty Development & Diversity
Fall 2016	<i>Faculty Success Program</i> , University of Delaware

**HONORS AND AWARDS**

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*Recipient*, Garth Paton Distinguished Service Award, *North American Society for Sport Management*, June 2023  
*Recipient*, SEVT Best Paper Award, *Sport Event and Venues of Tomorrow Conference*, March 2018.  
*Recipient*, BUAD Outstanding Faculty Award, *University of Delaware*, May 2016 (\$4,000 award)  
*Nominee*, Outstanding Study Abroad Faculty, *University of Delaware*, May 2017  
*Nominee*, Outstanding Study Abroad Faculty, *University of Delaware*, May 2016

**RESEARCH CONSULTANCY**

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**VRFitness**

Project: *VRFit User Experience Study*, 2023-2024

**World Women's Foundation**

Project: *Equality Moonshot Research Report*, March 2023

**Outfield Consulting**

Project: *Brazilian Football Fan Engagement*, 2021-2022

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

**Vacation Races**

Project: *Environmental Sustainability of Mass Participation Events*, Fall 2019

**Equality League**

Project: *Whistleblowing in Sport: Giving Voice to Athlete Abuse*, Fall 2019-Spring 2020

**FOX Sports**

Project: *Fandom & Gambling*, 2023

Project: *Female Fandom*, Fall 2018 – Spring 2020

Project: *Exploring Fan Engagement across the Generations*, Fall 2018 – Spring 2020

Project: *Exploring African American Fandom and Consumption Patterns*, Fall 2018-Spring 2019

**TOTAL GRANT FUNDING RECEIVED: \$77,525**

**EXTERNAL FUNDING FOR RESEARCH ACTIVITY:**

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Collaborative Online International Learning (COIL) project in conjunction with Amsterdam University of Applied Sciences. (€15,000/\$16,300). C. Powell and **B.L. Newland**, 2022

North American Society for Sport Management, *NASSM Research Grant* (\$500). M. Davies, T. Aicher, E. Hungenberg, **B.L. Newland**, May 2021.

University of Windsor, *Tri-Success Grant Program – SSHRC* (\$5,000). Title: Managing sport development absent a formal governance structure: A case study of a mixed martial arts training centre. Woolf, J. (PI), **Newland, B.**, Berg, B., & Green, B.C., September 2012 – August 2013.

North American Society for Sport Management, *NASSM Research Grant* (\$2,000). **B.L. Newland**, & B.C. Green, May 2010.

eBay Champion Charity Programs, *Development of ACTIVE Champions: An in-school physical activity program* (\$2,500). **B.L. Newland**, August –December 2007.

Lifewave, Inc., *Evaluation of the Lifewave Patch on muscular strength and endurance*. Student Research Grant (\$1,500). **B.L. Newland**, January-April 2005.

**CONSULTATION FUNDING RECEIVED**

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Vacation Races, *Environmental Sustainability of Mass Participation Events* (\$2000), Fall 2019

Australian Sports Commission, *ASC Workforce Development in Sport Literature Review* (\$10,000.00), November 2011

**INTERNAL FUNDING RECEIVED**

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SPS Dean's Research Grant, *New York University* (\$4,225). **Newland, B. L.**, Aicher, T. J., & Davies, M., September 2019.

Career Services Center Faculty Career Innovation Grant, *University of Delaware* (\$2,500), **B.L. Newland**, March 2018.

HOSP/SPTM Collaborative Research Grant, *University of Delaware* (\$10,000), **B.L. Newland** & J.E. Yoo, August 2016.

BUAD Outstanding Faculty Award, *University of Delaware* (\$4,000.00), **B.L. Newland**, May 2016.

Early Career Research Grant, *Victoria University*. (\$4,000.00). **B.L. Newland**, April 2012.

New to VU, *Victoria University*. (\$3,000.00). **B.L. Newland**, August 2011.

**CURRICULUM VITAE**  
**DR. BRIANNA L. NEWLAND**  
**ASSOCIATE DEAN**

International Collaborative Research Grant Scheme with CUFE, *Victoria University* (\$10,000.00). H. Westerbeek, P. Sheehan, **B. Newland**, November 2011

**INTERNAL/EXTERNAL FUNDING UNDER REVIEW:**

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**FUNDING NOT RECEIVED:**

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NYU URCF, *New York University* (\$15,000). **B.L. Newland**, & Geurin, A., December 2019. **COVID Cancellation.**

Advanced Olympic Research Grant Programme, *IOC Olympic Studies Centre* (\$20,000USD), **B. Newland** & Andrea Geurin. January 2020.

NYU URCF, *New York University* (\$15,000). **B.L. Newland**, & Geurin, A., December 2019. **COVID Cancellation.**

North American Society for Sport Management, *NASSM Research Grant* (\$4,000). **B.L. Newland**, Aicher, T. J., & Davies, M., June 2019.

North American Society for Sport Management, *NASSM Research Grant* (\$3,750). **B.L. Newland**, & T.J. Aicher, June 2018.

Advanced Olympic Research Grant Programme, *IOC Olympic Studies Centre* (\$20,000SF), **B. Newland**, & T. Aicher, February 2014.

National Institutes for Health (R21), *Commercial Strategic Communications: Impacts on Athlete Dietary Supplementation.* (\$250,000 over 2-years). K. Pasch, L. Chalip, & **B.L. Newland**, June 2010.

Fulbright Scholarship. *Facilitating Health through Adult Sport Participation: Exploring Triathlon in Australia and the United States.* **B.L. Newland**, August 2010.

Robert Wood Johnson Foundation, *Health Games Research* (\$200,000 over 2-years). B.C. Green, M.A. Dixon, & **B.L. Newland**, April 2009.

**PROJECT MANAGEMENT:**

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***Women in Sport Summit***

Development of the Equity in Sport Alliance (ESA)

Project Team: Brianna Newland (Director), Kim Ragan (Event manager), Amanda Bullough

Summit Dates: October 2018

Initiative Duration: 2018

***Developing the Global Sport Index***

Commissioned by: *SportCal, Sports Market Intelligence*

Project Team: Hans Westerbeek (Director), Brian King, Leonie Lockstone, **Brianna Newland**, Martin Robertson, Michael Linley, Chris Rawlinson

Project Duration: June 2012-May 2015

***Evaluation of the ACTIVE Like Me! Obesity Intervention After-school program***

Conducted by: B.C. Green, M.A. Dixon, and C. Costa, University of Texas at Austin

Project Duration: Summer 2006- Fall 2007