

Dr. Brian Crow is currently in his 9th year as Associate Professor of Sport Management in the Department of Sport Management at Slippery Rock University, where he teaches Sport Marketing, Budgeting, and Global Sport Management. He held previous faculty appointments at Hampton University and the University of Southern Mississippi.

Crow earned a Doctor of Education degree in Higher Education Administration (1994) and a Master of Business Administration degree (1991) from West Virginia University, as well as a Bachelor of Science degree in marketing from West Liberty State College (1988).

As a consultant, Crow founded GameDay Consulting, LLC, in 2004 and has developed guest service training workshops for thousands of front-line employees and conducted mystery shops for the Buffalo Bills, Pittsburgh Steelers, Baltimore Ravens, Houston Texans, West Virginia University, University of Pittsburgh, University of Kentucky, University of Oregon, and Bowling Green State University in recent years. He writes about guest services in the sport industry at www.gamedaycertified.com.

Dr. Crow was recently the President of the North American Society for Sport Management (NASSM). Prior to this election, Crow was NASSM's Business Office Manager for two years and a Member-at-Large on the Executive Council. Crow recently ended his three-year tenure as Editor-in-Chief of the Sport Marketing Quarterly, a publication he presently serves as a member or the Editorial Review Board. He was a founding board member of the Sport Marketing Association.

Crow is a co-author of two textbooks: *Foundations of Sport Management* (now in its 2nd edition) and *Profiles of Sport Industry Professionals: the People Who Make the Games Happen*. He is also the author or co-author of nine textbook chapters and two law review articles on a variety of sport-related topics. He has spoken at more than three dozen colleges and universities related to hazing in athletics since 2003. He is listed as a speaker on www.stophazing.org, and is registered as an anti-hazing speaker with the NCAA.

He has published in the areas of sport marketing, athletic hazing, and other sport related issues. He has made more than 90 international, national, and regional presentations of his research throughout the United States, Canada, and in Costa Rica.

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