

CURRICULUM VITAE

Zachary (Zack) P. Pedersen

Assistant Professor
West Virginia University
Morgantown, WV 26505
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Education

INDIANA UNIVERSITY (Bloomington, IN, USA)

Ph.D. in Human Performance, May 2023

Dissertation, Brand Mark Comprehension: The Influence of Athlete Logo Understanding on Consumer Evaluations of Athlete Brands

Major: *Sport Management* (School of Public Health)

Minor: *Inquiry Methodology* (School of Education)

INDIANA UNIVERSITY (Bloomington, IN, USA)

Master of Science in Kinesiology (December, 2019)

Major: *Athletic Administration/Sport Management* (School of Public Health)

INDIANA UNIVERSITY (Bloomington, IN, USA)

Bachelor of Science in Kinesiology (May, 2019)

Major: *Sport Marketing and Management* (School of Public Health)

Minor: *Business* (Kelley School of Business)

Minor: *Marketing* (Kelley School of Business)

Academic Appointments

Assistant Professor (2025 – Present)

School of Sport Sciences, West Virginia University
Morgantown, West Virginia, USA

FA25	SM 375 – Sport in the Global Market (Honors)	In-person
FA25	SM 375 – Sport in the Global Market	In-person
FA25	SM 486 – Sport Marketing and Sales	In-person
SU25	SM 546 – Sport Consumer Behavior and Marketing	Online

Assistant Professor (2023 – 2025)

Department of Kinesiology and Sport Management, Texas Tech University
Lubbock, Texas, USA

SU25	SPMT 4356 – Fundamentals of Sport Marketing	Online
SP25	SPMT 5348 – Sponsorship and Endorsement in Sport	In-person

SP25	SPMT 4356 – Fundamentals of Sport Marketing	In-person
FA24	SPMT 5324 – Marketing and Promotions in Sport	In-person
SU24	SPMT 5348 – Sponsorship and Endorsement in Sport	Online
SU24	SPMT 4356 – Fundamentals of Sport Marketing	Online
SP24	SPMT 5324 – Marketing and Promotions in Sport	In-person
SP24	SPMT 4356 – Fundamentals of Sport Marketing	In-person
FA23	SPMT 4356 – Fundamentals of Sport Marketing	In-person

Associate Instructor (2019 - 2023)

Department of Kinesiology, Indiana University
Bloomington, Indiana, USA

SP23	M423 – Financial Principles in Sport	Solo Instructor
SP23	M418 – Sport Marketing (Online; 8-week)	TA
FA22	M423 – Financial Principles in Sport (Online; 8-week; Honors)	Solo Instructor
FA22	M423 – Financial Principles in Sport	Solo Instructor
FA22	M423 – Financial Principles in Sport (Online; 8-week)	Solo Instructor
SP22	M418 – Sport Marketing	Solo Instructor
FA21	M418 – Sport Marketing	Solo Instructor
SP21	M418 – Sport Marketing (Online)	Solo Instructor
	M211 – Introduction to Sport Management (Online)	TA
FA20	M211 – Introduction to Sport Management (Online)	Solo Instructor
SP20	M404 – Managing New and Emerging Sports (Online; 8-week)	Solo Instructor
	M423 – Financial Principles in Sport	TA
	M411 – Legal Issues in Sport Settings	TA
FA19	M404 – Managing New and Emerging Sports (Online; 8-week)	Solo Instructor
	M423 – Financial Principles in Sport	TA
	M333 – Sport in American History	TA
SP19	M423 – Financial Principles in Sport	TA
	M333 – Sport in American History	TA
FA18	M423 – Financial Principles in Sport	TA
	M333 – Sport in American History	TA
SP18	M423 – Financial Principles in Sport	TA
	M333 – Sport in American History	TA
FA17	M423 – Financial Principles in Sport	TA
	M333 – Sport in American History	TA
SP17	M423 – Financial Principles in Sport	TA

FA16 M423 – Financial Principles in Sport

TA

Exam Proctor (2018 - 2023)

Department of Kinesiology, Indiana University – Bloomington
M511 (Legal Issue), M328 (Athletics), and M304 (Leadership)

Research Interests

My primary research interest broadly revolves around the exploration of brand management strategies (e.g., licensing, marketing, equity, identification) of sport entities (e.g., athletic departments, organizations, individuals), with a specific interest in athlete branding and how athletes can develop and establish their brands.

Publications: PEER-REVIEWED JOURNALS

Lee, M., Park, B., & **Pedersen, Z. P.** (2025). Audience reactions to sports activism: The role of framing and hostile media effects. *International Journal of Sport Communication, AOP*.

Stålstrøm, J., **Pedersen, Z. P.**, & Iskhakova, M. (2025). Olympism and cross-cultural differences in the Youth Olympic Games: The case of Singapore and Norway. *Scandinavian Sport Studies Forum, 16*. <https://idrottsforum.org/stalstrometal250526/>

----- West Virginia University -----

Pedersen, Z. P., Blaszk, M., & Walsh, P. (2025). Visual athlete rebrands: Discussing the factors that influence athletes to alter their personal brand logo. *International Journal of Sport Communication, 18*(2), 136-143. <https://doi.org/10.1123/ijsc.2024-0139>

Stålstrøm, J., Iskhakova, M., Gang, A. & **Pedersen, Z. P.** (2024). The Youth Olympic Games Educational Programs Through Experiential Learning Theory Lens. *The Sport Journal, 24*. <https://thesportjournal.org/article/the-youth-olympic-games-educational-program/>

Pedersen, Z. P. (2024). An examination of athlete, endorser, and sponsor logo usage among niche sport athletes on Instagram. *Journal of Global Sport Management*. Advance Online Publication. <https://doi.org/10.1080/24704067.2024.2393619>

Pedersen, Z. P., Williams, A. S., & Byon, K. K. (2024). Brand mark comprehension: The influence of athlete logo understanding on consumer evaluations of athlete brands. *Sport Marketing Quarterly, 33*(3), 274-293.

Stålstrøm, J., Iskhakova, M., & **Pedersen, Z. P.** (2023). Role models and athlete expression at the Youth Olympic Games as impactful sport communication practices. *International Journal of Sport Communication, 16*(4), 435-449. <https://doi.org/10.1123/ijsc.2022-0212>

Williams, A. S., & **Pedersen, Z. P.** (2023). Athlete apparel: The impact of team brand awareness and apparel brand awareness on athletes' brands, logos, and merchandise. *Sport, Business, Management: An International Journal*, 13(5), 582-600. <https://doi.org/10.1108/SBM-06-2022-0059>

----- Texas Tech University -----

Heo, Y, **Pedersen, Z. P.**, Williams, A. S., & Byon, K. K. (2023). An examination of consumer's brand loyalty and purchase intention towards collaborations in the sports brand footwear industry. *Sport Marketing Quarterly*, 32(4), 320-331. <https://www.doi.org/10.32731/SMQ.324.122023.04>

Williams, A. S., Heo, Y., Choi, J. W., **Pedersen, Z. P.**, & Byon, K. K. (2023). Sport brand associations: An assessment of online consumer reviews. *Sport, Business, Management: An International Journal*, 13(5), 530-547. <https://doi.org/10.1108/SBM-07-2022-0063>

Williams, A. S., Park, B. I., & **Pedersen, Z. P.** (2023). The influence of music on self-paced fitness consumers' perceived motivational qualities and optimal level of emotional state and satisfaction with exercise experience. *International Journal of Sport Management and Marketing*, 23(4), 310-326. <https://doi.org/10.1504/IJSMM.2023.131950>

Pedersen, Z. P., Kim, K. A., Byon, K. K., & Williams, A. S. (2022). The moderating effect of trait aggression on the relationship between spectator dysfunctional behavior and spectator enjoyment. *Journal of Sport Behavior*, 45(4), 132-146.

Williams, A. S., **Pedersen, Z. P.**, & Brummett, K. J. (2022). Legacy branding: The posthumous utilization and management of athlete brands. *International Journal of Sport Communication*, 15(2), 85-92.

Pedersen, Z. P., & Williams, A. S. (2022). Advancing the athlete brand: Evaluating the current landscape of athlete logos. *International Journal of Sport Management*, 23(1), 1-23.

Pedersen, Z. P., Kim, K. A., Byon, K. K., & Williams, A. S. (2022). The relative influence of spectator dysfunctional behavior on spectator enjoyment in major league baseball. *International Journal of Sports Marketing and Sponsorship*, 23(1), 93-109.

Gutierrez, D. M., Bettine de Almeida, M. A., Gutierrez, G. L., **Pedersen, Z. P.**, & Williams, A. S. (2021). Two events, two Brazils: A critical discourse analysis of the FIFA World Cup and the Olympic Games. *International Journal of Sport Communication*, 14(4), 591-607.

Brophy-Miles, K., Burch, L. M., **Pedersen, Z. P.**, Williams, A. S., & Pedersen, P. M. (2021). Examining the use of social networking in the process of recruiting: A content

analysis of the usage of Facebook by NCAA division I golf coaches. *Journal of Contemporary Athletics*, 14(3), 229-254.

Suh, Y. I., **Pedersen, Z.**, Lee, S., Williams, A. S., & Pedersen, P. M. (2020). An investigation of the impact of team jersey sponsorship: Examining the moderating role of team identification on brand attitude and buying intention. *Global Sport Business Journal*, 8(1), 20-32.

Publications: BOOK CHAPTERS & TECHNICAL REPORTS

BOOK CHAPTERS

Pedersen, Z. P., & Andrew, D. P. S. (2026). Surveys. In D. P. S. Andrew & P. M. Pedersen (Eds.), *Research methods and design in sport management* (3rd ed.). Human Kinetics.

Pedersen, Z. P., & Andrew, D. P. S. (2026). Analyses of structures. In D. P. S. Andrew & P. M. Pedersen (Eds.), *Research methods and design in sport management* (3rd ed.). Human Kinetics.

Pedersen, Z. P., & Andrew, D. P. S. (2026). Significance of group differences. In D. P. S. Andrew & P. M. Pedersen (Eds.), *Research methods and design in sport management* (3rd ed.). Human Kinetics.

Pedersen, Z. P. (2026). Beyond the game: Major factors in athlete branding. In J. W. Lee (Ed.), *Branded: Branding in sport business* (3rd ed.). Carolina Academic Press.

Pedersen, Z. P. (2025). Communicating the athlete brand. In P. M. Pedersen (Ed.), *Routledge handbook of sport communication* (2nd ed.). Routledge.

Pedersen, Z. P. (2025). Sport Organizations and Marketing Communication. In J. Sanderson (Ed.), *Organizational Communication and Sport: Connections, Applications, and Opportunities*. Lexington Press.

Pedersen, Z. P. (2025). NIL and Athlete Endorsements and Sponsorships. In J. Sanderson (Ed.), *Paying College Athletes*. Bloomberry.

Ross, M., Rühley, B., & **Pedersen, Z. P.** (2025). Communication in the sport industry. In P. M. Pedersen (Ed.), *Contemporary sport management* (8th ed.). Routledge.

Pedersen, Z. P. (2025). Drive to survive and the SSSM. In P. M. Pedersen, P. C. Laucella, E. M. Kian, & A. N. Geurin (Eds.), *Strategic sport communication* (4th ed.). Human Kinetics.

Williams, A. S., Jones, T., Brummett, K., & **Pedersen, Z. P.** (2024). Branding social justice in sport. In, S. Lawrence, J. Hill & R. Mowatt (Eds.), *Routledge handbook of sport, leisure and social justice*. Routledge.

Pedersen, Z. P., Williams, A. S., & Brewer, R. M. (2022). The impact of Covid-19 on athlete branding. In P. M. Pedersen (Ed.), *Research handbook on sport and COVID-19* (pp. 191-202). Edward Elgar Publishing.

Pedersen, Z. P., Williams, A. S. (2020). The influence of sport on the public's recognition of a global pandemic: Time to get real. In P. M. Pedersen, B. J. Ruihley, & B. Li (Eds.), *Sport and the pandemic: Perspectives on Covid-19's impact on the sport industry* (pp. 247-252). Routledge.

ENCYCLOPEDIA ENTRIES

Brown, K. M., & **Pedersen, Z. P.** (2024). Intellectual property. *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing.

Pedersen, Z. P. (2024). Logos. *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing.

Pedersen, Z. P. & Williams, A. S. (2024). Segmentation. *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing.

Pedersen, Z. P. & Williams, A. S. (2024). Marketing mix. *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing.

Pedersen, Z. P. & Williams, A. S. (2024). Brand marks. *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing.

Williams, A. S., & **Pedersen, Z. P.** (2024). Athlete branding. *Encyclopedia of sport management* (2nd ed.). Edward Elgar Publishing.

Pedersen, Z. P. & Williams, A. S. (2021). Brand marks. *Encyclopedia of sport management*. Edward Elgar Publishing.

Pedersen, Z. P. & Williams, A. S. (2021). Segmentation. *Encyclopedia of sport management*. Edward Elgar Publishing.

Pedersen, Z. P. & Williams, A. S. (2021). Marketing mix. *Encyclopedia of sport management*. Edward Elgar Publishing.

Williams, A. S. & **Pedersen, Z. P.** (2021). Athlete branding. *Encyclopedia of sport management*. Edward Elgar Publishing.

BOOK REVIEWS

Pedersen, Z. P. (2024). Concise Introduction to Sport Marketing. (Book Review). *International Journal of Sport Communication*, 71(2), 230-231.

Pedersen, Z. P. (2022). Branding in higher education: Every university tells a story. (Book Review). *International Journal of Sport Communication*, 15(1), 78-79.

Pedersen, Z. P. (2020). Changing the game: My career in collegiate sports marketing. (Book Review). *International Journal of Sport Communication*, 13(4), 744-746.

INTERVIEWS

Pedersen, Z. P., & Williams, A. S. (2019). Interview with Joe Sargent, Director of Brand Marketing, Kansas City Chiefs. *International Journal of Sport Communication*, 12(3), 371-375.

CONTENT EDITING

Williams, A. S., & **Pedersen, Z. P.** (2022) – Content Editors (Abdo Publishing, USA, Minneapolis, Minnesota) – *Under Armour* – Sarah Roggio

ANCILLARIES

2025 - Generated and curated ancillary materials for *Research methods and design in sport management* (3rd ed.). Including the instructor guide, test package, chapter quizzes, and presentation package.

GRANTS, AWARDS AND FUNDING

Damon, Z. J. (PI), & **Pedersen, Z. P.** (Co-PI). (2024). Student-athlete Leader and Communication Skill Development. Agency: National Collegiate Athletic Association (NCAA) – Innovations in Research and Practice Grant Program. Total: \$21,000 (unfunded).

Stålstrøm, J. (PI), Iskhakova, M. (Co-PI), & **Pedersen, Z. P.** (Co-PI). (2023). The Olympic podium story: A Gendered and cross-cultural analysis of participating countries. Agency: The Olympic Studies Centre. Total: \$6,000 (unfunded).

Pedersen, Z. P. (2023). Recipient of the 2023 American Kinesiology Association (AKA) Graduate Writing Award.

Pedersen, Z. P. (2023). Recipient of the 2023 American Kinesiology Association (AKA) Doctoral Scholar Award.

Pedersen, Z. P. (2022). Recipient of the 2022 Indiana University Sport Management Doctoral Student Award

Recognizing a student in the program for outstanding academic performance, strong research, teaching, and service to the sport management program in the 2021-22 academic year.

Pedersen, Z. P. (2022). Marketing Research Project: Fritz's Adventure (Branson, MO), in the amount of \$1,000.

Pedersen, Z. P. (2021). **Kinesiology Graduate Fellowship Award for the 2021-2022 academic year.** Awarded by the Department of Kinesiology, School of Public Health, Indiana University, in the amount of \$3,000.

Pedersen, Z. P. (2020). **Kinesiology Graduate Fellowship Award for the 2020-2021 academic year.** Awarded by the Department of Kinesiology, School of Public Health, Indiana University, in the amount of \$3,000.

Pedersen, Z. P. (2019). **Kinesiology Graduate Fellowship Award for the 2019-2020 academic year.** Awarded by the Department of Kinesiology, School of Public Health, Indiana University, in the amount of \$3,000.

Presentations: CONFERENCE

Pedersen, Z. P., & Lee, J. W. (2025). Awareness and Perceptions of Secondary Marks: The Role of Different Logos in Collegiate Athletic Department Branding. Accepted for Poster presentation at the *2025 Sport Marketing Association (SMA) Conference*, Phoenix, AZ.

Roh, S., **Pedersen, Z. P.**, Byon, K. K., & Pedersen, P. M. (2025). Comparing emotional and rational appeals in CSR messaging for sport products. Submitted for Oral presentation at the *2025 North American Society of Sport Management Conference (NASSM)*, San Diego.

Pedersen, Z. P., & Brown, K. M. (2024). Athlete brand ownership: The current landscape of athlete brand protection in the National Basketball Association. Accepted for Oral presentation at the *2024 Sport Marketing Association Conference (SMA)*, St. Louis.

Pedersen, Z. P. & Williams, A. S. (2023, October). Brand mark comprehension: The influence of athlete logo understanding on consumer evaluations of athlete brands. *2023 Sport Marketing Association Conference (SMA)*, Tampa Bay, Florida.

Pedersen, Z. P., Roh, S., & Pedersen, P. M. (2023, September). An examination of athlete, endorser, and sponsor logo usage among niche sport athletes on Instagram. *2023 European Association for Sport Management*, Belfast, Northern Ireland.

Roh, S., **Pedersen, Z. P.**, Willett, M., & Pedersen, P. M. (2023, September). Fitness app usage intentions: Investigating consumer innovativeness and the technology acceptance model. *2023 European Association for Sport Management*, Belfast, Northern Ireland.

- Williams, A. S., & **Pedersen, Z. P.** (2022, October). Athlete branding in sport marketing courses. Submitted for pedagogy symposium at the annual conference of *2022 Sport Marketing Association*, Charlotte, NC.
- Heo, Y., **Pedersen, Z. P.**, Williams, A. S., & Byon, K. K. (2022, October). An examination of consumer's brand loyalty and purchase intention towards collaborations in the sports brand footwear industry. *2022 Sport Marketing Association*, Charlotte, NC.
- Heo, Y., Son, S., **Pedersen, Z. P.**, & Williams, A. S. (2021, June). Once upon a time: Using brand stories to sell signature sneakers. *2021 North American Society of Sport Management*, online.
- Pedersen, Z. P.** & Williams, A. S. (2020, September). An examination of the prevalence and use of athlete brand marks on social media. *2020 European Association for Sport Management Conference (EASM)*, Online.
- Pedersen, Z. P.**, Williams, A. S., Kim, K., & Byon, K. K. (2020, September). The moderating effect of trait aggression on the relationship between spectator dysfunctional behavior and spectator enjoyment. *2020 European Association for Sport Management Conference (EASM)*, Online.
- Pedersen, Z. P.**, Williams, A. S., & Byon, K. K. (2020, June). Do three wrongs make a right? The relative influence of spectator dysfunctional behaviors on spectator enjoyment. *2020 Conference of the North American Society for Sport Management (NASSM)*, Online.
- Pedersen, Z.** & Williams, A. S. (2020, June). Who has a logo? A content analysis on the prevalence of professional athletes' personal logos. *2020 Conference of the North American Society for Sport Management (NASSM)*, Online.
- Park, J., Son, S., **Pedersen, Z.**, & Williams, A. S. (2019, June). A qualitative examination of the role of a personal logo in athlete branding. Presented (oral presentation) at the annual conference of *2019 North American Society of Sport Management*. New Orleans, Louisiana.
- Gang, A. C., Yoon, J., Park, J., Yoo, S. K., **Pedersen, Z.**, Williams, A. S., & Pedersen, P. M. (2019, June). The role of network density in the creation of social and human capital: Identifying the consequence of volunteering at a mega sport event. *2019 Conference of the North American Society for Sport Management (NASSM)*. New Orleans, LA.
- Gang, A. C., Lee, M., Yoon, J., **Pedersen, Z.**, Willett, M., & Pedersen, P. M. (2018, June). Strategic human resource management of foreign players in professional soccer: A case of the Korean Professional Football League. *2018 Conference of the North American Society for Sport Management (NASSM)*. Halifax, Nova Scotia.

Lim, N., **Pedersen, Z.**, & Pedersen, P. M. (2018, February). Analyzing the relationship between stadium location and Major League Baseball (MLB) attendance: The application of location modeling to the 2006-16 season. *Applied Sports Management Association Conference (ASMA)*. Waco, TX.

Gang, A. C., **Pedersen, Z.**, & Pedersen, P. M. (2018, February). An analysis of the turnover ratio of foreign players in professional soccer: Identifying the rationale behind the recruitment and release procedures used in the K-League. *Applied Sports Management Association Conference (ASMA)*. Waco, TX.

Yoon, J., **Pedersen, Z.**, Pedersen, H., & Pedersen, P. M. (2016, December). Applying network analysis to the 2016 social media communication of the Youth Olympic Games and the Olympic Games. *XX International Scientific Congress: Olympic Sport and Sport for All*. Lesgaft National State University, Saint Petersburg, Russia.

Presentations: INVITED PRESENTATIONS/LECTURES

Pedersen, Z. P. (Guest Lecture). Applied research methods in athlete branding. Presented to Applied Research Methods in Sport Management (SPMT-5374) at *Sam Houston State University*. Virtual. October 2024.

Pedersen, Z. P. (2022, May). Athlete apparel: The impact of team brand and apparel brand awareness on athletes' brands, logos, and merchandise. Presented at *School of Public Health, Indiana University-Bloomington*, Bloomington, Indiana.

Pedersen, Z. P. (Guest Lecture). Jim Host's role in collegiate sport sponsorship. *Sport in America: Historical Perspectives (SPH M-333)*. Spring 2022.

Pedersen, Z. P. (Guest Lecture). Intercollegiate athletics. Introduction to Sport Management (SPH-M211). Fall 2021 & Spring 2022.

Pedersen, Z. P. (Guest Lecture). Professional sports. Introduction to Sport Management (SPH-M211). Fall 2021 & Spring 2022.

Pedersen, Z. P. (Guest Lecture). Athlete branding. Sport Marketing (SPH-M418 Online). Fall 2021 & Spring 2022.

Pedersen, Z. P. (Guest Lecture). Athlete brand mark utilization. Financial Principles in Sport (SPH M-423). Spring 2022.

Pedersen, Z. P. (Guest Lecture). Social media strategy and crisis communication. Issues in sport communication (SPH C-329). Fall 2021.

Pedersen, Z. P. (Guest Lecture). The history of sport sponsorship. *Sport in America: Historical Perspectives (SPH M-333)*. Fall 2021.

Pedersen, Z. P. (Guest Lecture). Athlete logos in the marketplace. Financial Principles in Sport (SPH M-423). Fall 2021.

Pedersen, Z. P. (2020, April). Madden 20 simulations: An analysis. Presented at *School of Public Health, Indiana University–Bloomington*, Bloomington, Indiana.

Pedersen, Z. (2019, December). An examination of the professional athlete's personal logos. Presented at *School of Public Health, Indiana University–Bloomington*, Bloomington, Indiana.

Pedersen, Z. (2020, May). Sport management panelist for the effect of the pandemic on the sport industry. Management of sport online roundtable. International Scientific Conference: Safe Sport – 2020. North-West State Medical University I. I. Mechnikov: Saint Petersburg, Russia. Online

Park, J., Son, S., & **Pedersen, Z.** (2019, April). A qualitative examination of the role of a personal logo in athlete branding. Presented at *School of Public Health, Indiana University–Bloomington*, Bloomington, Indiana

Son, S., Park, J., & **Pedersen, Z.** (2018, November). Athlete branding: An exploratory content analysis of professional athletes' personal logos. Presented at *School of Public Health, Indiana University-Bloomington*, Bloomington, Indiana.

Pedersen, Z. (Panelist) (2016, December). Discussion of sport topics with host, panelists, and attendees. Saint Petersburg State University of Industrial Technologies and Design. Saint Petersburg, Russia.

Pedersen, Z. (Guest Lecture). Madden 20 future simulations: The issue of stacking theory in the virtual world. Sport Industry Studies: Diversity & Inclusion in Sport Management (M304). Summer 2020.

Pedersen, Z. (Guest Lecture). Current issues in sport sales, Sales Management in Sport (SPH M-426). Spring 2020.

Pedersen, Z. (Guest Lecture). Sponsorship at Indiana University, Financial Principles in Sport (SPH M-423). Spring 2020.

Pedersen, Z. (Guest Lecture). Stacking theory in madden 20 franchise simulations, Sport Marketing (SPH M-418). Spring 2020.

Pedersen, Z. (Guest Lecture). The current state of athlete logos, Sport Marketing (SPH M-418). Spring 2020.

Pedersen, Z. (Guest Lecture). Elite athlete logos and branding, Financial Principles in Sport (SPH M-423). Fall 2020.

Pedersen, Z. (Guest Lecture). The athlete logo global landscape, Sport Marketing (SPH M-418). Fall 2019.

PH.D. COMMITTEE

Member – Kelly Brummett (Indiana University), Sinhae Roh (Indiana University)

GRADUATE ADVISOR

Texas Tech University 2024: Aarianna Bloss, Chase House, Dhyey Pandya, Dylan Farley, Erasto Cortes, Jakob Melendez, Marco Garcia, Sam Kennedy, Zachary Laden

SERVICE

EDITORIAL BOARD MEMBERSHIP

Journal of Global Sport Management

MANUSCRIPT REVIEWER

International Journal of Sport Management and Marketing

Cogent Social Sciences

Journal of Sport Behavior

International Journal of Sport Communication

Sport Business and Management: An International Journal

International Review for the Sociology of Sport

Sports Innovation Journal

Sport Marketing Quarterly

ABSTRACT REVIEWER

2024 *Sport Marketing Association* Conference (SMA)

SOCIAL MEDIA COORDINATOR

International Journal of Sport Communication (2023 – Present)

Indiana University Sport Marketing and Management program (2021-2023)

CASE STUDY COMPETITION JUDGE

Sport Marketing Association Conference. St. Petersburg, Florida, USA. (2023, October).

SCHOOL SERVICE

Departmental Guest Speaker Procurement (2024-Present)

Texas Tech University Sport Management Alumni Map Creator (2023-Present)

<https://tinyurl.com/y9ktjpqx>

Aid for the Indiana University Sport Marketing and Management program *Commission on Sport Management Accreditation* (COSMA) process (Spring 2022)

Facilitator for the Indiana University Sport Marketing and Management *American Kinesiology Association* (AKA) abstract and presentation (Spring 2022)

Search Committee Member for School of Public Health Bloomington – Department of Kinesiology (2021-2022)

Selected participant of Dean's Alliance (Fall 2021, Spring 2022)

Special aid to Director of Sport Management and Graduate Studies, Dr. Williams (Fall 2021-Spring 2022)

INDUSTRY EXPERIENCE

Creator of Logo Roster Website and Social Media Pages

Athlete logo database website (August 2021 – Present)

<https://logoroster.com/>

Indiana University Sports Properties (Learfield)

Bloomington, Indiana, USA (August 2017 – May 2019)

Indiana University Department of Intercollegiate Athletics Media Relations

Bloomington, Indiana, USA (August 2016 – May 2020)

Chair & Director

Student Athletic Board (SAB) (2016-2019)

High School Track and Field Coach – Volunteer

Bloomington, Indiana, USA (January 2020 – May 2023)

Indiana University Football Focus Group Analysis for Indiana University Athletics

Bloomington, Indiana, USA (February 2019 – April 2019)

Project member of a team led by Dr. Antonio S. Williams

Audience segmentation; Focus group preparation and analysis; Marketing message development

ESPNU Stage Manager

Bloomington, Indiana, USA (October 2018)

BIG TEN Women's Basketball Tournament Communications Volunteer

Indianapolis, Indiana, USA (March 2018)

BIG TEN Network Talent Stats Assistant

Bloomington, Indiana, USA (January 2018)

CBS Sports Production Runner

Bloomington, Indiana, USA (December 2016)

Member (GTSA)

George Taliaferro Sports Association (GTSA) (2018-2019)

Member (IUSMA)

Indiana University Sport Marketing Alliance (IUSMA) (2016-2017)