

Curriculum Vitae
Daniel J. Larson, Ph.D.
Norman, OK
(352) 262-7601

PROFESSIONAL APPOINTMENTS

Associate Professor (2021-present), Assistant Professor (2015-2021), Lecturer (2012-2014)
University of Oklahoma, Department of Health and Exercise Science

Associate Professor of Sport Management (Courtesy appointment)
University of Oklahoma, Price College of Business

Assistant Professor (2011-2012), Adjunct Lecturer (Spring 2011)
Kennesaw State University, 1/2011 - 5/2012

Graduate Research/Teaching Assistant (Supervisors: Dr. J.Zhang, Dr. D.Fleming Dr. J.Maxcy, Dr. D.Won)
University of Florida, 11/2003-9/2004; University of Georgia, 8/2007 – 12/2010

RESEARCH INTERESTS

Primary: Economic theory in sport; finance and policy for international professional sport; participant sport management; public finance for sports; and Eye-tracking/EEG analysis related to sport viewing experiences.

Secondary: Measurement and evaluation topics in health and exercise science.

EDUCATION

Ph.D. in (Kinesiology) Sport Management and Policy (2011)
The University of Georgia, College of Education
Area of Emphasis: Sport Economics and Finance
Dissertation Title: "Economic aspects of the structure and governance of competitive cycling"

M.S. in Exercise and Sport Science (2006)
The University of Florida, College of Health and Human Performance
Specialization: Sport Management

B.S. in Business Administration (1998)
The University of Florida, Warrington College of Business
Major: Management, Minors: Psychology, Finance

PUBLICATION ACTIVITIES

*Published peer-reviewed manuscripts: **Sport Management & Health and Exercise Science***

1. Chesbro, G., Peterson, J., Black, C., **Larson, D.J.**, & Larson, R.D. (2022). Social Distancing, Psychological Mood and Physical Activity Behavior During COVID-19 in the United States. *International Journal of Exercise Science* 15(5), 313-329.

2. Cantrell, G., Lantis, G., Bemben, M., Black, C., **Larson, D.J.**, Pardo, G., Fjelstad, C., & Larson, R. (2022). Relationship between soleus H reflex asymmetry and postural control in multiple sclerosis. *Disability and Rehabilitation*, 44(4), 542-548. DOI: [10.1080/09638288.2020.1771779](https://doi.org/10.1080/09638288.2020.1771779)
3. Dunlap, C., Maness, S., **Larson, D.**, & Cheney, M. (2021). Residents' Perceptions about Thirdhand Smoke in Multiunit Housing. *Journal of Alcohol and Drug Education.*, 65(2), 12.
4. Saxvanderweyden, M., Black, C.D., **Larson, D.J.**, Rollberg, B., & Campbell, J.A. (2021). Development of a Fitness Test Battery for Special Weapons and Tactics (SWAT) Operators – A Pilot Study. *International Journal of Environmental Research and Public Health*, 18 (5), 7992.
5. Pribble, B., Black, C., **Larson, D.J.**, & Larson, R.D. (2021). An Evaluation of the Reliability of the Foot-Tapping Test (FTT) in a Healthy Sample. Submitted to *The Foot*, 48, 101851.
6. Peterson, J., Chesbro, G., Larson, R., **Larson, D.J.**, & Black, C. (2021). Short term Analysis (8 weeks) of Social Distancing and Isolation on Mental Health and Physical Activity Behavior during COVID-19. *Frontiers in Psychology*, 12, 738.
7. Karki, I., Dobbs, P. D., **Larson, D.** & Maness, S. B. (2021). Human Papillomavirus (HPV) knowledge, beliefs, and vaccine uptake among United States and international college students. *Preventative Medicine*. DOI: <https://doi.org/10.1080/07448481.2020.1865982>
8. Bhochhibhoya, S., Maness, S. B., Cheney, M., & **Larson, D.J.** (2021). Risk Factors for Sexual Violence Among College Students in Dating Relationships: An Ecological Approach. *Journal of Interpersonal Violence*. 36 (15-16), 7722-7746. <https://doi.org/10.1177/0886260519835875>
9. Farrell, J.D., Dunn, A., Cantrell, G.S., Lantis, D.J., **Larson, D.J.**, & Larson, R.D. (2021). Effects of Group Running on the Training Intensity Distribution of Collegiate Cross-Country Runners. *Journal of Strength and Conditioning Research*, 35(10), 2862-2869. <https://doi.org/10.1519/JSC.0000000000003236>
10. Ashley, J., Shelley, J., Sun, J., Song, J., Trent, J.A., Ambrosio, L., **Larson, D.J.**, Larson, R.D., Yabluchansky, A., & Kellawan, J.M. (2020). Cerebrovascular Responses to Graded Exercise in Young healthy Males and Females. *Physiological Reports*, 8(20). DOI: <http://dx.doi.org/10.14814/phy2.14622>
11. Gowin, M., Maness, S., **Larson, D. J.**, Branscum, P. W., Cheney, M. K. (2020). Conducting Qualitative Research in Hard-to-Reach Young Adults Using Online Recruitment and Interviewing. *SAGE Research Methods Cases: Medicine and Health*. SAGE Publications Ltd. DOI: <https://dx.doi.org/10.4135/9781529741032>
12. Miller, R.M., Galletti, B.A.R., Koziol, K.J., Freitas, E. D.S., Heishman, A.D., Black, C.D., **Larson, D.J.**, Bemben, D.A., Bemben, M.G. (2020). Perceptual responses: Clinical versus practical blood flow restriction resistance exercise. *Physiology & Behavior*, 227, 113137. DOI: <https://doi.org/10.1016/j.physbeh.2020.113137>.

13. Wright, L.S., Maness, S., Branscum, P., **Larson, D.J.**, Taylor, E.L., Mayeux, L., & Cheney, M.K. (2020). Pastors' Perceptions of the Black Church's Role in Teen Pregnancy Prevention. *Health Promotion Practice*, 21(3), 344-354. <https://doi.org/10.1177/1524839919834269>
14. **Larson, D.J.**, Wetherbee, J., & Branscum, P. (2019). CrossFit athletic identity and sponsorship recall, recognition, and purchase intent. *International Journal of Kinesiology and Sports Science*, 7(3), 6-15.
15. Farrell, J.D., Bembem, D.A., Black, C.D., **Larson D.J.**, Pardo, G., Fjeldstad-Pardo, C., & Larson, R.D. (2019). Evaluation of Power Production Asymmetry during Cycling in Persons with Multiple Sclerosis. *International Journal of Environmental Research and Public Health*, 16(18), 3445. <https://doi.org/10.3390/ijerph16183445>
16. Wright, L., Branscum, P., Maness, S., **Larson, D.J.**, Taylor, L., Mayeux, L. & Cheney, M.K. (2019). Parents' Beliefs of the Black Church's Role in Teen Pregnancy Prevention. *Journal of Adolescence*, 72, 52-63. <https://doi.org/10.1016/j.adolescence.2019.02.004>
17. Gowin, M., Wilkerson, A., Maness, S., **Larson, D.J.**, Crowson, H.M., Smith, M. & Cheney, M.K. (2019) Wearable Activity Tracker Use in Young Adults Through the Lens of Social Cognitive Theory, *American Journal of Health Education*, 50(1), 40-51.
18. Collado-Rivera, M., Branscum, P., **Larson, D.J.**, & Gao, H. (2018) Evaluating determinants of sugary beverage consumption among overweight and obese adults. *Health Education Journal*, 77(1), 109-125.
19. Senkowski, V., Branscum, P., Maness, S., & **Larson, D.J.** (2017). Using the Integrative Model of Behavioral Prediction to Predict Vegetable Subgroup Consumption among College Students. *American Journal of Health Education*, 48 (4). DOI: 10.1080/19325037.2017.1316690.
20. Hayes, L., Bhochohibhoya, A., Cheney, M., **Larson, D.J.**, & Branscum, P. (2016). An evaluation of the effects of formal nutrition education on online nutrition information retrieval among college students. *Journal of Consumer Health on the Internet*, 20(4), 139-155.
21. Maxcy, J. & **Larson, D.J.** (2015). Reversal of fortune or glaring misallocation: Is a new stadium worth the cost to a university? *International Journal of Sport Finance*, 10 (1).
22. Larson, R.D., Cantrell, G.S., Ade, C.J., Farrell III, J.W., Lantis, D.J., Barton, M.A., & **Larson, D.J.** (2015). Physiologic responses to two distinct maximal cardiorespiratory exercise protocols. *International Journal of Sports and Exercise Medicine*, 1 (2).
23. **Larson, D.J.**, & Maxcy, J. (2014). Uncertainty of outcome and radio policy in professional road cycling. *Journal of Sport Management*, 28(3), 311-323.
24. Larson, R.D., McCully, K.K., **Larson, D.J.**, Pryor, W.M., White, L.J. (2014) Lower-limb performance disparities: Implications for exercise prescription in multiple sclerosis. *Journal of Rehabilitation Research and Development*, 51(10), 1537-1543.
25. **Larson, D.J.**, & Maxcy, J. (2013). The industrial organizational of coaching: Cycling as a distinguished case. *Journal of Sport Management*, 27(5), 363-378.

26. Larson, R., **Larson, D.J.**, Baumgartner, T., & White, L.J. (2013). Repeatability of the Timed 25 foot walk test for individuals with Multiple Sclerosis. *Clinical Rehabilitation*, 27(8), 719-723.
27. Larson, R., McCully, K., **Larson, D.J.**, Pryor, B., & White, L. (2013). Bilateral differences in lower extremity performance in individuals with Multiple Sclerosis. *Journal of Rehabilitation Research and Development*, 50 (2), 215-221.
28. **Larson, D.J.**, & Won, D. (2012). Road cycling event preferences for racing cyclists: A conjoint application. *International Journal of Sports Marketing and Sponsorship*, 13(2), 116-131.
29. **Larson, D.J.**, & Maxcy, J. (2011). Why the master? Human capital development for practicing U.S. cycling coaches. *International Journal of Sport Finance*, 6(3), 265-280.

Research in progress

1. Ashley, J., Shelley, J., Song, J., Sun, J., Larson, R., **Larson, D.**, Berkowitz, A., Yabluchanskiy, A., & Kellawan, J. (*in review*). Cerebral Blood Flow Dynamics: Is There More to the Story at Exercise Onset? Submitted to *Journal of Applied Physiology*.
2. DeCaille, J., Dobbs, P., Bates, R. & **Larson, D.** (*in review*). Masculinity and Coping Among Black Men at a Historically White Institute. Submitted to *The Journal of Black Psychology*.
3. Lantis, D.J., Cantrell, G.S., Bembem, D.A., Black, C.D., **Larson, D.J.**, Pardo, G., Fjeldstad, C., & Larson, R.D. (*in review*). Ankle dorsiflexion asymmetry and the relationship with walking performance in people with multiple sclerosis. Submitted to *Disability and Rehabilitation*.
4. Uhl, R., Maness, S. B., Wilkerson, A., Bhochohibhoya, S., & **Larson, D.J.** (*in review*). Parents' and Guardians' Knowledge of Health Implications of Processed Meat and Associations with Feeding Practices of School-Aged Children. Submitted to *Childhood Obesity*.

Edited Books

1. Van Reeth, D. & **Larson, D.** (2016). The economics of professional road cycling (w/14 contributing authors). In *Sport Economics, Management & Policy Series*, Ed. Coates, D.

Book Chapters/Contributions

1. **Larson, D.J.** & Onishi, S. (*in press*). Companion workbook for *Principles and Practice of Sport Management*, 7e. Eds. Masteralexis, Barr, & Hums. Jones and Bartlett.
2. **Larson, D.J.**, Brocard, J.F. (2022). Human Capital and Labor Exchange in Road Cycling. In: Van Reeth, D. (eds) *The Economics of Professional Road Cycling. Sports Economics, Management and Policy*, vol 19. Springer, Cham. https://doi.org/10.1007/978-3-031-11258-4_9
3. **Larson, D.J.** & Maxcy, J.G. (2016). Human capital development in professional road cycling, In *The Economics of professional road cycling*. Eds. Van Reeth, D. & Larson, D.J.
4. Brocard, J.F. & **Larson, D.J.** (2016). Agents in professional road cycling, In *The Economics of professional road cycling*. Eds. Van Reeth, D. & Larson, D.J.

5. **Larson, D.** (2011). Management of a bicycle race, In *Encyclopedia of Sport Management and Marketing*. Eds. Swayne, L.E. & Dodds, M.. Sage.
6. **Larson, D.** (2011). Drug use in sports: The prisoner's dilemma, In *Encyclopedia of Sport Management and Marketing*. Eds. Swayne, L.E. & Dodds, M.. Sage.

Refereed abstract presentations

1. Chesbro, G., Lantis, D., Pribble, B., Black, C., **Larson, D.J.**, & Larson, R.D. (*accepted*). Torque variability and complexity during a fatiguing task in individuals with Multiple Sclerosis. To be presented at *2023 Central States ACSM Conference*, Tulsa, OK.
2. Cantrell, G., Lantis, D., **Larson, D.J.**, Bembem, M., Black, C., & Larson R. D. (*accepted*). Sensory organization appears compromised in people with multiple sclerosis. To be presented at *2023 Central States ACSM Conference*, Tulsa, OK.
3. Kochackpour, F., Kashani, V., Asadi, A., Larson, R.D., & **Larson, D.J.** (*in review*). The relationship between performance enhancing drug use with psychological characteristics and social support in Iran. To be presented at *2023 American College of Sports Medicine Conference*, Denver, CO.
4. Song, J., Buelow, A.A., Matney, J.E., Skillett, S., Ashley, J.D., Mixon, C., Bembem, D., **Larson, D.J.**, & Kellawan, J.M. (*accepted*). Are observed sex differences in forearm exercise vasodilation mediated through differences in cytochrome P450 2C9 signaling? To be presented at *American Physiology Summit 2023, Long Beach, CA*.
5. Buelow, A.A., Matney, J.E., Skillett, S., Ashley, J.D., Song, J., Mixon, C., Bembem, D., **Larson, D.J.**, & Kellawan, J.M. (*accepted*). Contribution of cytochrome P450 2C9 pathways to functional sympatholysis in healthy young adults. To be presented at *American Physiology Summit 2023, Long Beach, CA*.
6. **Larson, D.J.**, Richardson, T., Chesbro, G.A., Pereira, H., & Larson, R.D. (2022). Brain activity during experimental sport media viewing: the power of suspense and surprise. To be presented (oral) at *2022 Sport Marketing Association (SMA) Conference, Charlotte, NC*. **Accepted but presentation precluded by injury**
7. Chesbro, G. A., Peterson, J. A., Black, C. D., Larson, D. J., Larson, R. D. (2021). *The Effect Of Social Distancing During Covid-19 On Psychological Mood And Physical Activity* (pp. 343--343). *Medicine and Science in Sports and Exercise* (Published)
8. Peterson, J., Chesbro, G., Larson, R., **Larson, D.**, & Black, C. (2021). Short term analysis of social distancing on mental health and physical activity during COVID-19. *Medicine & Science in Sports & Exercise*, 53, 309. <https://doi.org/10.1249/01.mss.0000762744.72561.95>

9. Chesbro, G.A., Pribble, B.A., Fox, A.N., **Larson, D.J.**, Black, C.D., & Larson, R.D. (2020). *Assessment of Changes In Muscle Glycogen Content Across The Menstrual Cycle: 343 Board\# 159 May 27 10: 30 AM-12: 00 PM (7S ed., vol. 52, pp. 80--81)*. LWW. (Published)
10. Pribble, B.A., Farrell, III, J.W., Cantrell, G.S., Lantis, D.J., Bembem, D.A., Black, C.D., **Larson, D.J.**, & Larson, R.D. (2020). *Body Composition In Persons With Multiple Sclerosis Vs. Healthy Controls: 1756 Board\# 350 May 28 9: 30 AM-11: 00 AM (7S ed., vol. 52, pp. 476)*. LWW. (Published)
11. **Larson, D.J.**, & Potwarka, L. (2019). Innovations in the measurement of experience during live sport viewing. Presented (oral) at 2019 *North American Society for Sport Management (NASSM) Conference*, New Orleans, LA.
12. Warrior, B., Blackwood, D.J., **Larson, D.J.**, Black, C.D., & Larson, R.D. (2019). Pennation angle of the quadricep femoris muscles in resistance trained males vs. non-resistance trained males. Presented at 2019 *American College of Sports Medicine Conference*, Orlando, FL. Published in *Medicine and Science in Sport and Exercise*, 51:S63.
13. Fox, A.N., Blackwood, D.J., **Larson, D.J.**, Black, C.D., & Larson, R.D. Assessment of Quadricep Femoris Pennation Angle and Force Production Asymmetry in College-Age Males. (2019). Presented at 2019 *American College of Sports Medicine Conference*, Orlando, FL. Published in *Medicine and Science in Sport and Exercise*, 51:S63.
14. Pribble, B.A., Farrell, J.W., **Larson, D.J.**, Black, C.D., Bembem, D.A., & Larson, R.D. (2019). Assessment of Bilateral Asymmetry in Cycling Peak Torque in Multiple Sclerosis Patients vs. Controls. Presented at 2019 *American College of Sports Medicine Conference*, Orlando, FL. Published in *Medicine and Science in Sport and Exercise*, 51:S694.
15. Lantis, D.J., Cantrell, G.S., Hintz, J.M., Owens, C.D., Bembem, D.A., Black, C.D., **Larson, D.J.**, & Larson, R.D. (2019). The Effects of Fatigue on Peak Torque During Dorsiflexion Between Limb in Multiple Sclerosis Patients. Presented at 2019 *American College of Sports Medicine Conference*, Orlando, FL. Published in *Medicine and Science in Sport and Exercise*, 51:S694.
16. Owens, C.D., Lantis, D.J., Cantrell, G.S., Bembem, D.A., Black, C.D., **Larson, D.J.**, & Larson, R.D. (2019). Effects of Fatigue on Isometric and Isokinetic Dorsiflexion Strength Asymmetry in Multiple Sclerosis. Presented at 2019 *American College of Sports Medicine Conference*, Orlando, FL. Published in *Medicine and Science in Sport and Exercise*, 51:S696.
17. Delp, M.K., Pribble, B.A., **Larson, D.J.**, Black, C.D., & Larson, R.D. (2019). Recommendations for the Evaluation of the Foot Tapping Test (FTT) in a Health Population. Presented at 2019 *American College of Sports Medicine Conference*, Orlando, FL. Published in *Medicine and Science in Sport and Exercise*, 51:S269.

18. Cantrell, G.S., Lantis, D.J., Bembem, M.G., Black, C.D., **Larson, D.J.**, & Larson, R.D. (2018). Relationship between soleus H-reflex and balance in people with Multiple Sclerosis. Presented at 2018 *American College of Sports Medicine Conference*, Minneapolis, MN.
19. Lantis, D.J., Cantrell, G.S., Hintz, J.P., Owens, C.D., Bembem, D.A., Black, C.D., **Larson, D.J.**, & Larson, R.D. (2018). Relationship between dorsiflexion strength asymmetry, walking performance, and disability in Multiple Sclerosis patients. Presented at 2018 *American College of Sports Medicine Conference*, Minneapolis, MN.
20. Pribble, B.A., **Larson, D.J.**, Black, C.D., Blackwood, D.J., Rookard, J., & Larson, R.D. (2018). An evaluation of the foot tapping test (FTT) in a healthy population. Presented at 2018 *American College of Sports Medicine Conference*, Minneapolis, MN.
21. Harris, L. W., Maness, S., Branscum, P., **Larson, D.J.**, Taylor, E. L., Mayeux, L., Cheney, M. (2018). Parents' perceptions of the role of the Black Church in preventing teen pregnancy. Paper presented at the *69th Annual Meeting of the Society for Public Health Education*, Columbus, OH.
22. **Larson, D.J.** (2017). Next steps in activating experimental research to test the uncertainty of outcome hypothesis in sport. Presented (oral) at *XVII IASE General Assembly & International Conference in Sport Economics*, Shanghai, China.
23. Blumer, J. & **Larson, D.J.** (2017). Pilot Evaluation of the Weighted Offensive Productivity Rating (wOPR) in hockey. Presentation at *Carnegie Mellon University Sports Analytics Conference*, Pittsburgh, PA.
24. **Larson, D.J.** & Wetherbee, J.C. (2017). CrossFit Athletic Identity's relationship to Sponsorship Recall and Recognition. Presented at 2017 *North American Society for Sport Management (NASSM) Conference*, Denver, CO.
25. Pribble, B.A., **Larson, D.J.**, Cantrell, G.S., Lantis, D.J., Farrell, J.W., & Larson, R.D. (2017). Pilot study for the reliability of the 10-second Foot Tapping Test (FTT). Presented at 2017 *American College of Sports Medicine Conference*, Denver, CO.
26. Cantrell, G.S., Lantis, D.J., Farrell, J.W., Pribble, B.A., **Larson, D.J.**, & Larson, R.D. (2017). Relationship Between Peak Power and Self-Reported Measures of Fatigue in People with Multiple Sclerosis. Presented at 2017 *American College of Sports Medicine Conference*, Denver, CO.
27. Dickey, H.D., **Larson, D.J.**, Dunn, A., Farrell, J.W., Cantrell, G.S., Lantis, D.J., Bembem, M.G., & Larson, R.D. (2017). Decreasing Total Training Time Efficient In Improving Speed and Aerobic Cost in Competitive Runners. Presented at 2017 *American College of Sports Medicine Conference*, Denver, CO.
28. Farrell, J.W., Ade, C., Lantis, D.J., Cantrell, G.S., Pribble, B.A., **Larson, D.J.** & Larson, R.D., (2017). Impact of exercise intensity domain on bilateral asymmetry in Multiple Sclerosis. Presented (oral) at 2017 *International Society of Physical and Rehabilitation Medicine World Congress*, Buenos Aires, Argentina.

29. Lantis, D.J., Hintz, J.M., Cantrell, G.S., **Larson, D.J.**, Farrell, J.W., Pribble, B.A., & Larson, R.D. (2017) Knee Extensor Asymmetry in Multiple Sclerosis Patients Before and After Single-Leg Cycling. Presented at 2017 *American College of Sports Medicine Conference*, Denver, CO.
30. **Larson, D.J.**, & Wetherbee, J.C. (2017). Sponsorship attention in the context of professional road cycling: A pilot study. Presented at *American Marketing Association (AMA) 2017 Winter Meetings (Sport & Sponsorship-Linked Marketing Special Interest Group (SportSIG))*, Orlando, FL.
31. Maxcy, J.G., & **Larson, D.J.** (2017). The Uncertainty of Outcome Hypothesis: Is it the whole story or simply the end? Development of a more holistic metric. Presented (oral) at *Western Economic Association International Conference (WEAI), International Association of Sports Economists* session, Santiago, Chile.
32. Larson, R.D., Farrell III, J.W., Cantrell, G.S., Lantis, D.J., Pribble, B., **Larson, D.J.**, and Ade, C. (2016). Evaluation of oxygen uptake kinetic asymmetries: A pilot study. Presented at *European Committee for Treatment and Research in Multiple Sclerosis 2016 Annual Congress*, London, UK.
33. Cantrell, G.S., Barton, M.A., **Larson, D.J.**, Lantis, D.J., Farrell III, J. W., Shipman, S.R., & Larson, R.D. (2015). Physiological responses of 2 distinct VO₂max protocols: A validation study. Presented at 2015 *American College of Sports Medicine Conference*, San Diego, CA.
34. Detmer, A.M., Farrell III, J.W., Lantis, D.J., Barton, M.A., Shipman, S.R., Cantrell, G.S., Campbell, J., Bembem, M.G., **Larson, D.J.**, & Larson, R.D. (2015). Training Intensity Distribution in Collegiate Cross Country Runners. Presented at 2015 *American College of Sports Medicine Conference*, San Diego, CA.
35. Buning, R. & **Larson, D.J.** (2015). Sport development through National Governing Body member retention. Presented (oral) at 2015 *North American Society for Sport Management (NASSM) Conference*, Ottawa, CAN.
36. Brocard, J.F., **Larson, D.J.** (2014). The role of rider's agents in the cycling labor market. (Poster) Presented at 2014 *European Sports Economics Association Conference*, Antwerp, Belgium.
37. Barton, M.A., **Larson, D.J.**, Lantis, D.J., Farrell III, J.W., Cantrell, G.S., Shipman, S.R., Larson, R.D. (2014). Comparison Between Vo₂ Max Cycling Protocols (standard Vs. ramp). (Poster) Presented at *American College of Sports Medicine Conference*, Orlando, FL.
38. **Larson, D.J.**, Larson, R. & Maxcy, J. (2013, 2014). Determination of earnings for U.S. professional road cyclists: Individual tournaments with team effects.
 - a. Presented (oral) at 2014 *Western Economic Association International Conference*, Denver, CO
 - b. Presented (oral) at 2013 *European Sports Economists Association Conference (ESEA)*, Esbjerg, Denmark.
39. **Larson, D.J.**, & Maxcy, J. (2013). Reversal of fortune or glaring misallocation: Is a new stadium worth the cost to a university? Presented (oral) at the 2013 *NCAA Scholarly Colloquium*, Grapevine, TX.

40. **Larson, D.J.**, & Maxcy, J. (2012). Individual post-contractual opportunism in a team context: Professional road cyclists' labor market shuffle. Presented (oral) at 2012 *International Association of Sports Economists Conference (IASE/ESEA)*, London, UK.
41. Maxcy, J., & **Larson, D.J.** (2012). Uncertainty of outcome and Grand Tour Cycling. Presented (oral) at 2012 *Western Economic Association International Conference (WEAI)*, San Francisco, CA.
42. **Larson, D.J.**, & Maxcy, J. (2012). Who pays the Coach, and for what? The Industrial Organization of the Coaching Profession. Presented (oral) at 2012 *North American Society for Sport Management (NASSM) Conference*, Seattle, WA.
43. **Larson, D.J.** (2011). Salary determination for professional road cyclists. Presented (oral) at the *Southern Economics Association* annual meetings, Washington, DC.
44. **Larson, D.J.**, & Maxcy, J. (2011). Outcome uncertainty and radio policy in professional road cycling. Presented (oral) at the *International Association of Sport Economists (IASE)* annual meeting and 3rd *European Conference in Sport Economics*, Prague, Czech Republic.
45. **Larson, D.J.**, & Maxcy, J. (2010). The industrial organization of United States cycling coaches. Presented (oral) at 80th *Southern Economic Association Meetings*, Atlanta, GA.
46. **Larson, D.J.**, & Maxcy, J. (2010). Human capital development for United States cycling coaches. Presented (oral) at the 2nd *European Conference in Sport Economics*, Cologne, Germany.
47. **Larson, D.J.** & Maxcy, J. (2010). Why we master? Determinants of cycling coaching selection. Presented (oral) at *Western Economic Association International Conference*, Portland, OR.
48. **Larson, D.J.** (2010). Characteristics and practices of USA Cycling coaches. Presented (oral) at *Southern Sport Management Association (SSMA) Conference*, Troy, AL.
49. **Larson, D.J.** & Won, D. (2008). Road racing event preferences for racing cyclists. Presented (oral) at 2008 *North American Society for Sport Management (NASSM) Conference*, Toronto, Canada.

Invited presentations

1. **Larson, D.** (2020). *Measurement of emotion coupled with eye tracking in sports event facilities*. Presented at Gibbs College of Architecture Brown Bag Research Seminar.
2. **Larson, D.** (2016). *U.S. Professional road cyclist market: Individual tournaments practiced in teams*. Presented at University of Oklahoma Economics 2016 Seminar series.
3. **Larson, D.** (2013). *Economic impact study for national and international level Cyclo-Cross competitions*. Presented at the 2013 USA Cycling National/International Cyclo-Cross Event Directors Summit.
4. **Larson, D.** (2012). *Practitioner concerns for commissioning, implementing, and utilizing Economic Impact Analysis (EIA)*. Presented at the 2012 USA Cycling National/International Event Directors Summit.

FUNDED ACTIVITY

External Grants-Funded

Principal Investigator w/Potwarka, L. (Co-I). (<i>funded, deferred due to COVID-19 cancellation</i>) Evaluating the 2020 'Tour of Utah' Event Economic and Community Impact.	(\$12,936)
Principal Investigator, Evaluating Event Experiences with Eye-tracking at OU Athletic Events (2019-2020)	(\$2,200)
Principal Investigator, Expansion Site Pilot Economic Impact Analysis. Top of the World, Inc. (2017)	(\$225)
Principal Investigator, USA Cycling Quarterly National Membership Analysis. (2015-2016)	(\$6500)
Principal Investigator, Economic Impact Analysis of 2013 Cross-Country National Mountain Bike Championships: Spectator and Participant Profiles, Macungie, PA.	(\$1921)
Principal Investigator, 2013 Saint Francis Tulsa Tough Community Impact Report: Economic Impact, Community Profile, and Activity Promotion. Conducted with Dr. Marshall Cheney.	(\$3286)
Principal Investigator, 2013 U.S. Professional Road Cycling Championships spectator analysis and economic impact. Conducted with assistance of Dr. Andrew Bailey.	(\$2950)
Principal Investigator, Economic Impact Analysis of 2012 USA Cycling National Championship Competition in Augusta, GA. Direct Costs: \$3,320, Indirect Costs: \$332	(\$3652)
Principal Investigator, USA Cycling National Membership and Event Analysis. Completed: Analysis of key membership groups: New members, masters members, and officials. (2010, 2012, 2013)	(\$8000)
Principal Investigator, USA Cycling Membership Technical Report. Completed: Analysis of USA Cycling members' demographics, member service preferences and event factor ratings. (2009)	(\$500)

External Grants-In Review

Principal Investigator (<i>in review, decision deferred due to COVID-19 cancellation</i>) Mixed Methods Evaluation of the Economic and Social Impacts of the 2020 Tulsa Tough Cycling Events	(\$13,750)
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Internal Grants-Funded

Co-Principal Investigator w/Larson, R. (2020). College of Arts and Sciences Data Scholarship Initiative grant. "Developing EEG Data Processing Capabilities within Health and Exercise Sciences".
(\$12,000)

Principal Investigator, (2015) Junior Faculty Summer Fellowship. "Economics of attention in the context of professional road cycling sponsorship".
(\$7000)

Principal Investigator, (2014) University of Oklahoma College of Arts and Sciences Faculty Travel Assistance to establish international collaborations at European Sports Economics Association Conference and German Sport University (Zurich, SUI; Cologne, GER)
(\$2100)

External Grants-Not Funded

Grant Co-Author w/Larson, R.D. & Farrell, J. (2017-2019, *not funded*). "Differences in muscle activation and force contribution during cycling in individuals with Multiple Sclerosis" Principle Investigator: Larson, R.D., Co-Investigators: Farrell, J. & Pardo, G.. Submitted to Conrad N. Hilton Foundation.
(Total \$120,000)

Grant Co-Author w/Larson, R.D. (2017-2020, *not funded: Revise/Resubmit recommended*). "Bilateral differences in physical function and performance in Multiple Sclerosis: Clinical implications" Principle Investigator: Larson, R.D., Co-Investigators: Beck, T., Pardo, G., Fjeldstad, C. & Short, K.. Submitted to National Multiple Sclerosis Society.
(Total \$701,705.40)

Grant Co-Author w/Larson, R.D. (2016-2019, *Score: 2.2/5, not funded*). "Bilateral differences in physical function and performance in Multiple Sclerosis: Clinical implications" Principle Investigator: Larson, R.D., Co-Investigators: Beck, T., Ade, C., Pardo, G., Fjeldstad, C. & Short, K.. U.S. Department of Defense.
(Direct costs - \$600,000 and Indirect Costs – \$210,309, Total \$810,309)

Co- Principal Investigator, w/Larson, R.D., Beck, T., Pardo, G., & Fjeldstad, C. (2013, *not funded*) "Leg asymmetry during balance tests in individuals with Multiple Sclerosis." National MS Society Pilot
(Direct Cost - \$40,000 and Indirect Cost - \$4,000, Total \$44,000)

Graduate Research Assistant. (Nov 2003 – Sep 2004). "Successful program management through quality evaluation: Assessing the effectiveness of the 21st Center Community Learning Centers (CCLC) program." Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. David S. Fleming. Florida Department of Education.

- Conducted over 20 site visits with primary investigators throughout the state of FL
- Assisted with program administrator interviews and evaluations
- Performed data coding and data entry, and compiled literature review for final report

Total \$349,886.00 (Direct Cost - \$332,391.70 and Indirect Cost - \$17,494.30)

Awards

- Paul G. Risser Innovative Teaching Fellowship. University of Oklahoma Office of Strategic Initiatives.
(2017) (\$9970)
- University of Georgia College of Education research office scholarship. *Workshop for Structural Equation Modeling.* (\$1200)
- 2011 Graduate Student Research Conference, judged 2nd place quantitative research poster presentation. University of Georgia, College of Education. (\$75)
- Louise E. Kindig Research Award. University of Georgia Department of Kinesiology financial support and recognition of outstanding research proposed by a graduate student. (\$1000)
- Office of the Vice President of Research International Travel Award, University of Georgia. In support of international travel to present at the 2010 European Conference in Sport Economics. (\$2157)
- Other Funding*
- University of Oklahoma College of Arts and Sciences Faculty Travel Assistance to present at European Sports Economics Association Conference. Antwerp, Belgium (\$1600)
- Department of Kinesiology Ramsey Fund travel support. In support of international travel to present at the 2011 International Association of Sport Economists (IASE) Conference. Prague, CZE (\$500)
- Graduate School Dissertation Completion Support. Research Assistantship funding for research completion and departmental support (Spring, 2011). (1/3 time appointment)
- University of Georgia College of Education and Department of Kinesiology Lewis Fund travel support. For travel to present at the 2010 European Conference in Sport Economics. Cologne, GER. (\$550)
- Department of Kinesiology Lewis Fund travel support. In support of international travel to present at the 2010 Western Economic Association International Conference. Portland, OR (\$1335)
- University of Georgia Department of Kinesiology Graduate Research Assistantship. Researcher: Dr. Joel Maxcy. Summer 2010. (\$1750)
- University of Georgia College of Education travel support. In support of travel to present research at the 2010 Southern Sport Management Conference. Troy, AL. (\$250)
- University of Georgia College of Education and Department of Kinesiology Lewis Fund travel support. For international travel to present at the 2008 North American Society for Sport Management Conference. Toronto, Canada (\$650)

TEACHING

Graduate Courses Taught:

University of Oklahoma:

HES 5283 Sports Financial and Market Analytics, 3 Credit Hours

HES 5953 Research Methods in Health and Exercise Science, 3 Credit Hours

HES 5963 Statistical Application in Health and Exercise Science, 3 Credit Hours

HES 5970/5903 Sport Performance Analytics, 3 Credit Hours

HES 6970 Doctoral Research Seminar in Health and Exercise Science, 1 Credit Hour

Graduate Student Supervision:

Masters Students	Program	Role	Completion
Steven Plaisance	Thesis	Chair	Summer 2024(expected)
Davis Dunkleberger	Thesis	Chair	Spring 2024(expected)
Colton Steele	Thesis	Chair	Spring 2024(expected)
John Adkins	Thesis	Chair	Spring 2023 (expected)
Cotter McAnally	Thesis	Chair	Spring 2023 (expected)
Dylan Mihalke	Thesis	Chair	Spring 2023 (expected)
Jennifer Long	Non-Thesis	Chair	Spring 2023 (expected)
Femi Adeniran	Non-Thesis	Chair	Spring 2023 (expected)
Richard Yang	Thesis	Member (Chair: Chris Black)	Spring 2023 (expected)
Sarah Skillet	Thesis	Member (Chair: Mikhail Kellawan)	Spring 2023 (expected)
Kourtney-Marie Eyabi	Thesis	Co-Chair (Co-Chair: Lois Coleman)	Fall 2022 (expected)
Blake Buchman	Thesis	Chair	Spring 2022
Karma Gurung	Thesis	Chair	Spring 2022
Sam Siemer	Thesis	Chair	Fall 2022 (expected)
Alex Buelow	Thesis	Member (Chair: Mikhail Kellawan)	Summer 2022
Keldon Peak	Thesis	Member (Chair: Michael Bemben)	Spring 2022
Valerie Moise	Thesis	Member (Chair: Julie Ober Allen)	Spring 2022
Joe Castiglione Jr.	Thesis	Chair	Spring 2021
Sam Lupton	Thesis	Chair	Summer 2021
Erin Psajdl	Thesis	Chair	Spring 2021
Megan Yarberr	Thesis	Chair	Spring 2021
Ashley Venturini	Thesis	Member (Chair: Chris Black)	Summer 2021
SaxvanderWeyden, Megan	Thesis	Member (Chair: Jason Campbell)	Spring 2021
Cameron Owens	Thesis	Member (Chair: Rebecca Larson)	Summer 2020
Joe Shelley	Thesis	Member (Chair: Mikhail Kellawan)	Summer 2020
Brady Brown	Thesis	Member (Chair: Michael Bemben)	Spring 2020
Ishu Karki	Thesis	Member (Chair: Sarah Maness)	Spring 2020
Jerell DeCaille	Thesis	Member (Chair: Page Dobbs)	Spring 2020
Travis Richardson	Thesis	Chair	Summer 2020
Andrew Gillingham	Thesis	Chair	Summer 2019
Connor Conklin	Non-Thesis	Chair	Summer 2019
Riley Uhl	Thesis	Member (Chair: Sarah Maness)	Spring 2019
Jarrold Blumer	Thesis	Chair	Spring 2018
Peyton Gavras	Non-Thesis	Chair	Spring 2018
Dillon Beake	Non-Thesis	Chair	Spring 2018
Sam Morrison	Non-Thesis	Chair	Spring 2018
Christopher Dunlap	Thesis	Member (Chair: Marshall Cheney)	Summer 2018
Daniel Blackwood	Thesis	Member (Chair: Rebecca Larson)	Spring 2018
David Ross	Non-Thesis	Member (Chair: Michael Bemben)	Spring 2018
Karolina Koziol	Thesis	Member (Chair: Michael Bemben)	Spring 2018
Shristi Bhochhibhoya	Thesis	Member (Chair: Sarah Maness)	Spring 2018
Jordan Wetherbee	Thesis	Chair	Summer 2017

Brian Rollberg	Thesis	Member (Chair: Jay Campbell)	Fall 2017
Laili Boozary	Thesis	Member (Chair: Marshall Cheney)	Fall 2017
Brian Pribble	Thesis	Member (Chair: Rebecca Larson)	Summer 2017
Katherine Qualls	Thesis	Member (Chair: Paul Branscum)	Spring 2017
Grace Fairchild	Thesis	Member (Chair: Paul Branscum)	Spring 2017
Yong Zhou	Non-Thesis	Member (Chair: Debra Bemben)	Summer 2016
Valerie Senkowski	Thesis	Member (Chair: Paul Branscum)	Spring 2016
Maria Collado	Thesis	Member (Chair: Paul Branscum)	Spring 2016
Logan Hayes	Thesis	Member (Chair: Paul Branscum)	Spring 2015
Greg Marshment	Non-Thesis	Member (Chair: Paul Branscum)	Spring 2015

Doctoral Students	Dissertation Title (Topic)	Role	Completion
Fatemeh Kochackpour	TBD	Chair	Spring 2025 (expected)
Saryu Onishi	TBD	Chair	Spring 2026 (expected)
Grant Chesbro	TBD	Member (Chair: Rebecca Larson)	Spring 2023 (expected)
Jiwon Song	TBD	Member (Chair: Mikhail Kellawan)	Spring 2023 (expected)
Brian Pribble	<i>(Blood flow restricted exercise in individuals with Multiple Sclerosis)</i>	Member (Chair: Rebecca Larson)	Spring 2023 (expected)
John Ashley	<i>Contribution of exercise-onset hypotension to cerebrovascular hemodynamics during an exercise transition</i>	Member (Chair: Mikhail Kellawan)	Spring 2022
John Farrell III	<i>Evaluation of Asymmetry in power contribution during cycling in individuals with Multiple Sclerosis</i>	Member (Chair: Rebecca Larson)	Spring 2018
Mary Gowin	<i>An exploration of wearable activity tracker use by young adults</i>	Member (Chair: Marshall Cheney)	Fall 2017
David Lantis	<i>Muscle fatigue and bilateral differences of the tibialis anterior in Multiple Sclerosis patients.</i>	Member (Chair: Rebecca Larson)	Summer 2017
Greg Cantrell	<i>Relationship between H-reflex recruitment curves and balance metrics in Multiple Sclerosis.</i>	Member (Chair: Rebecca Larson)	Summer 2017
Amir Bhoohibhoya	<i>Application of integrative behavior model to predict initiation or maintenance of stopping binge drinking among college students.</i>	Member (Chair: Paul Branscum)	Summer 2017
Lanita Harris	<i>The role of the black church in sexuality education</i>	Member (Chair: Marshall Cheney)	Summer 2017
Nathan Wages	<i>Effects of concentric versus eccentric unilateral resistance exercise on ipsilateral and contralateral motor control strategies across an 8 week training period.</i>	Member (Chair: Michael Bemben)	Spring 2017

Undergraduate Courses Taught:

University of Oklahoma:

HES 3213 Principles of Sport Management, *Online, 3 Credit Hours*

HES 3813 Principles of Health and Fitness, *3 Credit Hours*

HES 4273 Sport Finance, *3 Credit Hours*

HES 4283 Economics of Sport, 3 Credit Hours
 HES 4970 Sport Performance Analytics, 3 Credit Hours

Kennesaw State University:

HPS 2200 Introduction to Sport Management, 3 Credit Hours
 HPS 3777 Sport Economics, 3 Credit Hours
 HPS 3888 Budget and Finance in Sport, 3 Credit Hours

University of Georgia:

KINS 3415 Philosophy and Ethics in Sport, 3 Credit Hours
 KINS 3430 Sport Business Practice, 3 Credit Hours
 KINS 3560 Contemporary Issues in Sport, 3 Credit Hours
 KINS 4520 Sport Finance, 3 Credit Hours
 KINS 4820 Social Aspects of Sport, 3 Credit Hours

Physical Activity Courses Taught (instructor of record):

University of Georgia:

PEDB 1120 Beginning Golf
 PEDB 1230 Beginning Racquetball
 PEDB 1400 Introduction to Weight Training
 PEDB 1910 Fitness for Life Spinning
 PEDB 1930 Fitness for Life Jogging

Undergraduate Supervision (instructor of record):

University of Oklahoma:

HES 3980 Honors Research:

Students	Major	Completion
Chance Walton	Management Information Systems	Fall 2015
John (Braden) Johnson	Management-Sport Management	Spring 2015

HES 3440/3990 Supervised Undergraduate Research/Independent Study:

Students	Major	Completion
Saryu Onishi	HES, Sport Management (minor)	Fall 2021
Gullaime Dallet	Management (Int'l Exchange, France)	Spring 2020
Matt Gaylor	Economics	Spring 2017
Zach Soltis	Management-Sport Management	Spring 2017
Tanner Lurie	Management-Sport Management	Fall 2016
Peyton Gavras	Management-Sport Management	Spring 2016
Keith Baucom	Management-Sport Management	Spring 2016

University of Georgia:

KINS 3303 Undergraduate Sport Management Practicum, *Coordinator* (5 semesters)
 KINS 5450 Internship in Kinesiology-Sport Management, *Coordinator* (5 semesters)

Invited guest lectures

Larson, D. (Summer 2011). Sport Management Guest Practitioner: Professional Cycling Management and Coaching, KINS 2010 Introduction to Kinesiology, Dr. Ted Baumgartner.

Larson, D. (Fall 2010). Outlining the debate over the prohibition of performance enhancing drug use in sports. KINS 3720 Foundations in Physical Education, Dr. Jepkorir Rose Chepyator-Thomson.

Larson, D. (Fall 2010). Sport Finance: Time value of money, bond valuation. KINS 4520 Sport Finance, Dr. Joel Maxcy.

Larson, D. (Spring 2010). Economic Arguments Supporting and Opposing College Athlete Compensation. KINS 2010 Introduction to Kinesiology (~200 students), Dr. Paul Schempp.

Larson, D. (Fall 2009). Entrepreneurial Practice in Sport Management-The Case of Professional Cycling, KINS 7200 Administration of Sport, Dr. Doyeon Won.

Larson, D. (Fall 2009). Economic Arguments Supporting and Opposing College Athlete Compensation. KINS 3720 Foundations in Physical Education, Dr. Jepkorir Rose Chepyator-Thomson.

Larson, D. (Fall 2008). Outlining Professional Cyclist Training and Preparation, KINS 3700 Applied Exercise Physiology, Dr. Lesley White.

Larson, D. (Fall 2007). Guest Practitioner: Professional Cycling Management and Coaching, KINS 3430 Sport Business Practice, Dr. Doyeon Won.

Hosted guest speakers

Jordan Wetherbee, Director of Analytics, *Miami Dolphins and Hard Rock Stadium*

Karlis Kesbers, Director of Business Intelligence, *OKC Thunder*

Alan Thomas, Associate Athletic Director for External Affairs, *UGA Athletics*

Frank Crumley, Executive Associate Athletic Director for Finance and Business, *UGA Athletics*

Greg Beadles, Vice President, CFO, *Atlanta Falcons*

Micah Rice, Managing Director for National Events, *USA Cycling*

Rob Geoffroy, Controller, *Atlanta Falcons*

Sue Gurton, Human Resources, *Atlanta Braves*

SERVICE

Department

Graduate Liaison (2020-present)

Graduate Committee (2016-present)

Ad-hoc HES Administrative Strategic Planning (2016-2021)

Planning Committee (2016-2021)

Undergraduate Research Liaison (2017-2019)

Exercise Physiology Faculty Search Committee (2016-2017,2022-2023)

Health Promotion Faculty Search Committee (2016-2017)

Ad-hoc HES Board of Visitors Committee (2014-2016)

Undergraduate Committee (2013-2016)

College

College of Arts and Sciences Big Data and Stats Working Group (2017-present)

College of Arts and Sciences Academic Appeals Board (2015-present)

College of Arts and Sciences IT committee (2016-2017)

College of Arts and Sciences Scholarship and Awards Committee (2015-2016)

University

Athletics Council Chair (2020-2021)

Athletics Council Member (2018-2022; 2022-2026): Governance and Commitment to Rules Compliance Council (2018-2019); Fiscal Integrity and Personnel Subcommittee (Chair) (2019-2020)

Campus Tenure Committee (2022-2025)

Research Liaison to the Office of the Vice President for Research (2019-2020)

Interdisciplinary Graduate Student Advisory Committee- Katy Johnson (MS, College of Journalism)
Faculty Advisor – OU Cricket Club
Faculty Affiliate – Health Promotion Research Center at OU Stephenson Cancer Center (2021-present)

Peer-review/Conference

Editorial Board Member, *Sport Management Education Journal*
Editorial Board Member, *International Journal of Sport Management, Recreation, and Tourism*
Editorial Panel Member, *International Journal of Kinesiology and Sports Science*
Review Board Member, *International Journal of Environmental Research and Public Health*
Ad hoc Manuscript reviewer, *European Sport Management Quarterly*
Ad hoc Manuscript reviewer, *International Journal of Sport Finance*
Ad hoc Manuscript reviewer, *Journal of Sports Economics*
Ad hoc Manuscript reviewer, *Scandinavian Journal of Medicine and Science in Sports*
Ad hoc Manuscript reviewer, *Smart Science*
Ad hoc Manuscript reviewer, *Sports Medicine (Open)*
Ad hoc Manuscript reviewer, *Tourism Economics*
Abstract Reviewer, NASSM 2020 Conference (Research Methods)
Abstract Reviewer, NASSM 2019 Conference (Research Methods)
Abstract Reviewer, NASSM 2018 Conference (Economics)
Abstract Reviewer, NASSM 2017 Conference (Marketing)
Abstract Reviewer, NASSM 2016 Conference (Diversity)
Abstract Reviewer, NASSM 2015 Conference (Economics)
Abstract Reviewer, NASSM 2014 Conference (Economics/Finance)
Abstract Reviewer, NASSM 2012 Conference (Economics/Finance)
Abstract Reviewer, AMA 2017 Summer Conference
Session Chair, *Sport Economics VI*, 2011 Southern Economics Association Conference, Washington, DC.

Professional Memberships

International Association of Sport Economists (IASE), Member (2010-Present)
North American Society of Sports Economists (NASSE), Member (2010-Present)
North American Society of Sport Management (NASSM), Member (2007-Present), Executive Council
Member at Large nominee (2016)
European Sport Economics Association (ESEA), Member (2011-Present)
Western Economic Association International (WEAI), Member (2010-present)
American Marketing Association (AMA), Member (2016-2017)
Southern Economic Association (SEA), Member (2010-2014)
American Educational Research Association, Research Focus on Education and Sport, Member (2012)
USA Cycling Licensed Coach, (2000-2011)

Public service

Advisor and consultant for the proposal and formation of the *Florida Clean Ride Fund* amateur drug testing program, Gainesville, FL (established in 2011)
Volunteer consultant for the *2012 Tour of the Bahamas* organizing committee

Other

Expert interview. In *SportsDegreesOnline: Expert Interviews with Leaders in Academia & the Sports Industry*. <https://sportsdegreesonline.org/expert-interviews/dr-dan-larson/>

Expert opinion interview. In *World Tour: la "Grand Insecurite"* by Izambard, Antoine.

<http://www.velochrono.fr/actu/2011/world-tour-la-grande-insecurite/>

Expert opinion interview. In *Valley Preferred Cycling Center looks to grow*, by Erin Negley

<http://readingeagle.com/business-weekly/article/valley-preferred-cycling-center-looks-to-grow&template=mobileart>

Expert opinion testimony. Professional cyclist earnings valuations. (2014-2015, *sealed litigation settlement*)

OTHER RELATED INDUSTRY EXPERIENCE

Sports Director, Jittery Joe's U23 Cycling Team (2008-2009)

- Served in part-time advisory role for national developmental road cycling program
- Managed \$80,000+ operations budget
- Hired and supervised temporary support staff
- Managed team operations and calendar of national competitions

Director of Athletics, VMG Racing (Bahamas) Ltd. (2005-2006)

- Responsible for full operation of an international professional road cycling program
- Managed \$300,000+ budget
- Hired and supervised all temporary support staff
- Negotiated athlete contracts
- Managed and solicited industry supporting sponsorships and suppliers
- Produced and managed marketing plan
- Managed all operations and team calendar of international competitions

Head Cycling Coach, University of Florida Cycling Team (2000-2005)

- Responsible for coaching and preparation of cycling team of over 40 individuals
- Provided classroom and field instruction
- Fulfilled role of director at major competitions

Event Organizer/Promoter, Bring it on! Racing Series (2001-2006), Team Florida Race Days (2002-2004)

- Managed annual local racing series
- Managed annual regional collegiate event
- Solicited and secured event sponsorships
- Directed all race-day technical operations

Senior Service Technician, The Sports Authority (1997-2001)

Event Technical/Security/Guest Services, Stephen C. O'Connell Center, University of Florida (1995-1997)