



DAVID PIERCE



IUPUI
SPORTS INNOVATION INSTITUTE
School of Health & Human Sciences

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TEACHER

15 years sport management
teaching experience

8 classes taught in sport
management curriculum

Currently teaches:

1

**APPLIED SPORT
EVENT RESEARCH**

2

**SELLING IN THE
SPORT INDUSTRY**

3

**SPORT
MARKETING
CONSULTING**

Authored *Selling in the Sport Industry*
textbook — **first and only sport
sales textbook in the market**



RESEARCHER

60+

peer-reviewed research papers published
in academic journals

90+

presentations given at academic conferences

500+

citations in other academic research

SKILLS

Qualtrics:
Questionnaire
development

Excel: Data
Management

**Play-by-
play radio
talent**

Sports Official

SPSS:
Data analysis

**Human-centered
design problem
framing &
solving**

Tableau:
Data
visualization

EDUCATION

Ph.D. | Doctorate in sport management from
IU Bloomington

LEADER

DIRECTOR | IUPUI Sports Innovation Institute

ASSOCIATE PROFESSOR | Department of
Tourism, Event, and Sport Management

REVENUE GENERATOR

\$30K+ Grants secured to complete
community-based projects

\$50K+ Contracted work completed for
sport organizations

\$200K+ Participated on federal U.S. State
Department grant worth
over \$200,000

\$200K+ Student sales for local
sports organizations

ACHIEVER

- ★ Indiana University School of Public Health – Early Career Outstanding Alumni Award
- ★ INSHAPE – Indiana Sport Management Educator of the Year
- ★ Sport Marketing Association
 - Executive Board member
 - Best Professional Paper recipient
 - Bill Sutton Research grant recipient
- ★ Research has appeared in ESPN.com, *Indianapolis Business Journal*, *Indianapolis Star*, and WFYI *No Limits*