

# ANNE DIETRICH

UNIVERSITY OF MASSACHUSETTS - AMHERST

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## EDUCATION

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<b>Ph.D. in Kinesiology and Sport Management</b>	<b>Texas A&amp;M University</b> Advisor: Dr. Brian McCullough <u>Dissertation</u> : Institutional Logics and Environmental Sustainability: Examining Practices in an International Professional Sport Organization	2021 - 2024
<b>M.S. in Sustainable Development</b>	<b>University Leipzig</b> Specialization: Energy and Materials <u>Thesis</u> : Factors influencing Residential Solar PV Adoption in the United States - A State-level Analysis	2018 - 2020
<b>B.S. in Environment and Natural Resources</b>	<b>The Ohio State University</b> Environment and Natural Resources Specialization: Business and Sustainability	2013 - 2017

## ACADEMIC APPOINTMENTS

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<b>Lecturer</b> University of Massachusetts - Amherst	Fall 2024 - Present
<b>Graduate Teaching Assistant</b> Texas A&M University	Summer 2023 - Present
<b>Graduate Research Assistant</b> Texas A&M University	Fall 2021 - Spring 2023

## RESEARCH INTEREST

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- Environmental sustainability in sport
- Sport organizations' capabilities and needs regarding climate change
- Strategic planning and implementation of environmental projects
- Rise of EcoAthletes and athletes' perception of climate change

## PUBLICATIONS

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**Dietrich, A.,** McCullough, B.P. (2024). Materiality assessment in sport – An opportunity and call for research. *Managing Sport and Leisure*, 0(0), 1–11. <https://doi.org/10.1080/23750472.2024.2322119>

McCullough, B. P., **Dietrich, A.**, Rocha, R., Bae, Y. (2023). Environmental Sustainability Research and Future Directions for Events and Facilities: An Assessment of the Field. *Journal of Applied Sport Management*. 15(4), 12–30. <https://doi.org/10.7290/jasm-2023-V15-I4-rfm0>

McCullough, B.P., Brison, N.T. & **Dietrich, A.** (2023). Conceptualizing and recognizing Eco-Activism within sport. In J. Montez de Oca & S. Thangaraj (Eds.), *Research in the Sociology of Sport* (Vol. 18). Emerald Publishing

McCullough, B.P., **Dietrich, A.** (2023) Sustainability in Sport. In E. Sherry (Ed.), *Encyclopedia of Sport Studies*. Routledge.

## PRESENTATIONS

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**Dietrich, A.** & McCullough, B.P. (2024, May). Logics and Responses to Environmental Sustainability in European Professional Sport Organizations. Presented at the *North American Society for Sport Management (NASSM) Conference*, Minneapolis, MN, USA.

**Dietrich, A.** & McCullough, B.P. (2024, May). What does ‘sustainability’ mean to professional sport organizations? An investigation based on national context and the green-waves framework. Presented at the *North American Society for Sport Management (NASSM) Conference*, Minneapolis, MN, USA.

**Dietrich, A.** & McCullough, B.P. (2023, May). Money Pit or Gold Mine? The relationship between sustainability in sport (SIS) and financial performance. Presented at the *North American Society for Sport Management (NASSM) Conference*, Montreal, Canada.

**Dietrich, A.** & McCullough, B.P. (2023, May). Facilitating cross-departmental collaboration for sustainability – Enabling students to interpret and leverage materiality assessments in sport organizations. Presented at the *North American Society for Sport Management (NASSM) Conference*, Montreal, Canada.

**Dietrich, A.** & McCullough, B.P. (2022, October). Creating a Sustainability Strategy – Applying Materiality Analysis in Sport. Workshop presented at the *Sport Positive Summit*, London, UK.

**Dietrich, A.** & McCullough, B.P. (2022, September). Applying Double Materiality in Collegiate Sports: Combining Stakeholder Views and Impact Assessment for Environmental Sustainability. Presented at the *European Association for Sport Management (EASM) Conference*, Innsbruck, Austria.

**Dietrich, A.** & McCullough, B.P. (2023, July). Making Sustainability Meaningful: Conceptualizing Materiality Assessment in Sport. Presented at the *Play the Game Conference*, Odense, Denmark.

**Dietrich, A.** (2022, July). Athlete meets Climate Activist: Motivations and Challenges. Presented at the *Play the Game Conference*, Odense, Denmark.

**Dietrich, A.** (2022, June). Athlete Engagement & the Structure of Athlete-led Eco-Initiatives. Workshop presented at the *Sports for Future Yearly Meeting*, Hamburg, Germany.

**Dietrich, A. & McCullough, B.P.** (2022, May). Refining the Process of Sustainability Strategy: Conceptualizing Materiality Assessment in Sport. Presented at the *North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.

**Dietrich, A. & McCullough, B.P.** (2022, May). To Engage or Not to Engage? Environmental Advocacy Among Athletes. Presented at the *North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.

**Dietrich, A. & McCullough, B.P.** (2022, April). A tailor-made approach to sport sustainability. Presented at the *Texas A&M Research Symposium*, College Station, TX.

**Dietrich, A. & McCullough, B.P.** (2022, March). Why does solar PV not follow the sun? Factors influencing solar PV diffusion among states in the U.S. Presented at the *Texas A&M University Energy Symposium*, College Station, TX.

## GRANTS & AWARDS

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**Graduate Student Research Grant** 2023  
*School of Education & Human Development, Texas A&M University*

- Recipient of \$1,000 grant for transcription & data analysis software to aid in research

**Graduate Student Travel Grant** 2023  
*Graduate & Professional School - Texas A&M University*

- Recipient of \$750 Travel Grant to present at NASSM Conference

**Ph.D. Seminar - Nominee** 2022  
*European Association for Sport Management (EASM) Conference*

- Selected to present research and discuss work with peers & sport management leaders

**Graduate Student Travel Grant** 2022  
*Sydney and JL Huffines Institute for Sports Medicine and Human Performance*

- Recipient of \$800 Travel Grant to present at NASSM Conference

**Mike Davis Program for Advancing Golf Course Management** 2022  
*United States Golf Association*

- Project Title: Motivations, Barriers and Materiality Matrix for Golf: A Framework to Advance Environmental Sustainability based on Stakeholders and Impact
- Amount Requested: \$346,281; Not Awarded

## TEACHING EXPERIENCE

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**SPMT 220 - Olympic Studies (Online)** Summer 2024  
*Instructor of Record*

This course introduces students to the history of the Olympic Games and its development over time. I coordinated and assessed student performance and progress for over 60 students during the full summer term.

**SPMT 366 - Sport Facility and Event Management**  
*Instructor of Record*

Spring 2024

This course introduces students into the design, operations, and functions related to cost-effectively managing recreational facilities and events. We addressed critical elements of successful facility and event management, including logistics, safety and security, facility design, quality, customer service, and negotiation and conflict management. In the end, students had the choice to conduct a facility evaluation or create a safety and security awareness video for a facility of their choice.

**SPMT 460 - Sport Business Planning**  
*Instructor of Record*

Fall 2023

This course integrates students' acquired skills and experiences in sport management by meticulously planning and evaluating all facets of a sport-related business plan. The primary objective is to guide students in crafting a viable business plan for the sports industry while honing their professional communication and behavioral skills. I innovatively enhanced this course by incorporating an AI learning module and motivating students to participate in a campus-wide business competition, effectively addressing eleven (11) learning objectives.

**SPMT 455 - Undergraduate Student Research Hours (Hybrid)**  
*Teaching Assistant*

Summer 2023

This course oversees students implementing their approved undergraduate research project which serves as the culminating experience of their Sport Management degree program. I check in with students on a weekly basis and provide feedback on their writing, paper structure, APA citation style, among others.

**SPMT 220 - Olympic Studies (Online)**  
*Teaching Assistant*

Summer 2023

This course introduces students to the history of the Olympic Games and its development over time. I assessed over 45 students during the full summer term and advised them on their written communication.

**SPMT 362 - Sport Leadership**  
*Teaching Internship*

Spring 2023

This course enhances students' personal and team leadership skills by applying industry-specific best practices related to leadership styles, emotional intelligence (EQ), change management and more. I facilitated various classes (e.g., organizational justice, effective communication, and team development). I also developed an evaluation rubric for student video and in-class workshop presentations. I also assisted in grading.

**Aggie Research Program**  
*Project Leader and Mentor*

Spring 2022 - Spring 2023

This programs introduces undergraduate students to the research process and provides experience by working in multi-disciplinary teams. I recruited and motivated twelve (12) undergraduate students from mainly non-sport disciplines (e.g., biomedicine, business, geographic information systems) to help in sport sustainability research projects. I supervised three different research teams over the year by grouping students based on interest and skills, administering tasks and providing feedback.

**Guest Lecturer**

SPMT 610 – Managing Sport Organizations

Spring 2023

- Facilitating cross-departmental collaboration for sustainability – Interpreting and leveraging materiality assessments in sport organizations

SPMT 366 – Sport Facility & Event Management

Spring 2023

- Impacts and legacy of sport events
- Data-driven solutions for sustainability in sport organizations – A cross-departmental case study

<u>SPMT 265 – Professional Communication for the Sport Industry</u>	Fall 2022
• APA Citation Guide	
<u>SPMT 460 – Sport Business Planning</u>	Spring 2022
• Environmental Sustainability for Sport Businesses	
<u>SPMT 272 – Sport Marketing Issues</u>	Spring 2022
• Sustainability Marketing, Sponsorship and Greenwashing	

## PROFESSIONAL EXPERIENCE

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<b>Once Athletes Retire (OAR) e.V.</b> – Germany <i>Director &amp; Founder</i>	01.2018 - Present
<ul style="list-style-type: none"> <li>• Incorporated non-profit organization to support athletes in transition to life after sport</li> <li>• Accumulate relevant research, obtain funding, network with service providers, facilitate focus groups and workshops with athletes</li> </ul>	
<b>PNO Consultants GmbH</b> – Leipzig, Germany <i>Junior Innovation Consultant</i>	10.2018 - 07.2021
<ul style="list-style-type: none"> <li>• Translated highly technical research projects into impact-focused grant proposals for EU-wide and national grant programs for European equivalent of S&amp;P500 companies</li> <li>• Generated 5.7 million Euro in grants awarded in 2020 alone</li> <li>• Coordinated team members, drafted project and budget plans, consulted with local councils and mediated between stakeholders</li> <li>• Assessed impact of European &amp; national projects and summarized findings in non-financial reports (NFRs) to authorities and media outlets</li> </ul>	
<b>Tesla Inc.</b> – New Jersey, USA <i>Solar Energy Specialist</i>	03.2018 - 06.2018
<ul style="list-style-type: none"> <li>• Excited homeowners about innovations in the solar industry and pre-qualified homes</li> <li>• Generated over 70 new leads &amp; initiated over \$480 000 in sold/leased solar systems</li> <li>• Outperformed colleagues in client relationship-building, resulting in Top10 in Northeast Regional Sales Team and Top25 nationwide</li> </ul>	
<b>Parley for the Oceans</b> – New York, NY, USA <i>Operations and Partnerships Researcher</i>	09.2017 – 02.2018
<ul style="list-style-type: none"> <li>• Analyzed waste streams and resource markets in Mexico, Australia, Chile &amp; Ghana; summarized findings in research briefs</li> <li>• Helped to remove over 1 mio. tons of ocean waste</li> <li>• Identified hot spots, funding programs and partner organizations for AdidasxParley collection</li> </ul>	
<b>The Ohio State University</b> – Columbus, OH, USA <i>Sustainability Student Consultant</i>	08.2016 – 05.2017
<ul style="list-style-type: none"> <li>• Conducted gap analysis of ESG activities, industry trends and sustainability frameworks (e.g., UN SDGs, GRI) to provide strategic recommendations</li> <li>• Assessed materiality of topics, created maturity matrix and provided recommendations for value-adding initiatives in transportation sector</li> </ul>	

## LEADERSHIP DEVELOPMENT & TRAINING

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**Global Mentorship Programme for Aspiring Female Leaders in Sport** Summer 2023 - Present  
*Mentee*

Six-months program connecting women leaders in sport around various topics

**Academy for Future Faculty, Texas A&M University** Spring 2022 - Present  
*Future Faculty Fellow*

Participated in workshops on syllabus design, learning outcomes, small-group learning and effective instruction

**Graduate Mentoring Academy, Texas A&M University** Spring 2022  
*Graduate Mentoring Fellow*

Strengthened seven competences to improve mentoring capabilities

## SERVICE

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**Search Committee Member** 08.2023 - Present  
*Texas A&M University, Department of Kinesiology and Sport Management*

- Evaluation and assessment of candidates for 3 tenure-track positions

**Industry Relations Committee - Student Member** 06.2023 - Present  
*North American Society for Sport Management (NASSM) Student Board*

- Decide and implement strategic goals for NASSM to drive innovation and engagement with industry

**Sports for Future Ambassador** 03.2022 - Present

- Participate in quarterly meetings and providing support via academic research

**Senator** 09.2022 - 05.2023  
*Graduate & Professional School Government (GPSG) – Texas A&M University*

- Voted on, drafted & reviewed bills to improve financial security & professional development opportunities for graduate students
- Increased monthly stipends for Kinesiology & Sport Management graduate students by \$250 to accommodate rising cost of living

**Environmental Education & Conservation Volunteer** 05.2017 - 09.2017  
*Grange Insurance Audubon Center, Columbus, OH*

- Facilitated outdoor education classes for children ages K-12

## ATHLETIC EXPERIENCE

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**A.A.S.R. Skøll - Amsterdam, Netherlands** 02.2019 - 07.2019  
*Assistant Rowing Coach*

- Built relationships with athletes and helped to prepare them for racing season

## ATHLETIC EXPERIENCE

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**The Ohio State Women's Rowing Team** - Columbus, OH, USA 2013 - 2017

*Team Member and Captain*

- Received full Athletic Rowing Scholarship four consecutive years (total: \$83,700)
- Earned Scholar Athlete Award (GPA 3.0+) from 2014 to 2017
- 3 x NCAA Champion: 2014 – 2016 | 4x Big Ten Conference Champion: 2014 – 2017

**German National Rowing Team** - Germany 2011 - 2013

*National Team Rower*

- Member of U19 and U23 Women's National Team
- Competed in national qualifying and international regattas
- Won Gold at U19, Silver and Bronze at U23 World Championships in Women's 8+

## PROFESSIONAL AFFILIATIONS

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**Sportainable** (German-based ThinkTank) 04.2022 - Present

**European Association for Sport Management (EASM)** 04.2022 - Present

**North American Society for Sport Management (NASSM)** 01.2022 - Present