



Curriculum Vitae

Emily M Must

Senior Lecturer & Director of Internships

Mark H. McCormack Department of Sport Management Sport Management

MBA Core Faculty

Isenberg School of Management, University of Massachusetts

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Education

Ph.D. (ABD), Sport Administration, University of Northern Colorado, Greeley, CO

- Coursework Completed: 2017
- Major: Sport Administration
- Minor: Applied Statistics and Research Methods
- Dissertation: Assessing social impacts of subsidized professional sports stadiums

M.S., Sport Management Barry University, Miami Shores, FL.

- Major: Sport Management
- Concentration: Business Administration
- Thesis: The Miami Marlins: Perceptions of a Publicly Financed Stadium an Analysis of Perceived Intangible Benefits

B.S., Exercise Science, Barry University, Miami Shores, FL.

- Major: Exercise Science
- National Association of Sport and Physical Education (NASPE) Major of the Year
- St. Catherine's Award Recipient
- Resident Assistant for Residential Life Hall of the Year

Research Interests

- Student Engagement and Connection
- Student Focused Personal and Professional Development
- Social Capital: Measurement, Analysis, and Application
- Sport-Anchored Urban Redevelopment & Impact Analysis
- Sport Analytics and Big Data Privacy and Legal Implications
- Sport Economics, Finance, and Public Policy
- Corporate Social Responsibility and Sport for Development

Teaching Areas

- Revenue Innovation and Sport Sales Strategy
- Introduction to Sport Management
- Finance for Sport Managers
- Law for Sport, Recreation, Exercise, Health, and Coaching Managers
- Marketing Strategy
- Sport Governance, Policy and Administration: Management and Leadership
- Design Thinking
- Personal Finance



Teaching Experience at the University of Massachusetts – Amherst

Instructor of Record *University of Massachusetts, Amherst, MA, Isenberg School of Management*

- SPORT MGT – 494/595 Sport Sales Strategy 2022-Present
- SCH-MGT – 660 Marketing Strategy Hybrid MBA 2021-Present
- SCH-MGT – 660 Marketing Strategy Online MBA 2021-Present
- SCH-MGT – 210 Introduction to Sport Management 2020-Present
- SCH-MGT – 197 – Personal Finance 2019-Present
- SPORTMGT – 494PI Sport Policy 2018-Present
- SCH-MGT – 660 Marketing Strategy 2018-Present
- SPORTMGT – 335 Sport Law 2016-Present
- SPORTMGT – 300 Sport Leadership 2016-2020
- SPORTMGT – 424 Sport Finance and Business 2016-2019
- SPORTMGT – 694 Sport Analytics 2018-2018

Instructor of Record for *University Partnerships*

- Global Institute of Sport Business - Mumbi 2019-Present
 - Created and delivered custom content on sport law, sport policy, sport innovation.
- J-League Executive Education- Tokyo 2019-Present
 - Created and delivered custom content on sport sales, service, revenue innovation.
- McCormack Sport Leadership High School Summer Program 2017- Present
 - Created and delivered custom content on sport law, sport policy, sport sales, sport careers, personal and professional development.
- SimpliLearn Online Bootcamps 2018-2021
 - Created and delivered custom content on design thinking and digital marketing.

Director of Internships

University of Massachusetts – Amherst 2018-Present

- Sponsor 70-90 students per year on internship experience through SPORTMGT 298, 498, & 698.
- Created and maintain weekly newsletter to communicate opportunities, promote student events, and provide useful updates and timelines.
- Created an application tracking system to provide references for student applicants.
- Created and maintain our iconnect page with curated resources for sport management students.
- Establish a relationship with TeamWork U resulting in exclusive benefits and over 98% active adoption in the Sport Management Major.
- Advise and coach the Sport Career Peers are TeamWork U Ambassadors to ensure student always have access to help navigating our resources and exploring their career options.
- Industry outreach resulting in exclusive partnerships and opportunities for UMASS students: Boston Glory, Springfield Thunderbirds, Westover Municipal Golf Course, XFL, The Oakview Group, 11th Hour Racing, the 33rd Team, and Forward Progress. In addition to excellent pipeline creation at The New England Revolution, The Kraft Sports Group, The Boston Celtics, Wasserman, Optimum Sports, Oofos, The New York Mets, Monumental Sports and Entertainment, Oakview Group, The Hartford Yard Goats, Endeavor, Premier League Lacrosse, Washington Commanders.



Service Roles

Faculty Coach – National Collegiate Sport Sales Competition

2023-Present

- Select, prepare and coach 4 students to travel to Atlanta for the national coemption.

Association of Diversity in Sport Career Fair Co-Advisor

2022-Present

- Secure venue sponsorship through Oakview Group for free use of the Mullins Center each November.
- Secure speaking panel of 4-6 industry professionals to kick the day off.
- Outreach and organization to bring over 50 sport industry recruiters to campus.

McCormack Student Leaders Club Advisor

2017-Present

- Meet weekly with the Executive Board to help manage RSO status, budget, and advice event planning.
- Host bi-weekly all club meetings aimed at making peer connections, learning about the industry, and connecting with alums. Regularly attended by 80+ students.
- Developed and launched Service Through Sport to create community connection and service-learning opportunities.
- Advise the following annual events:
 - Boston Networking Trip. October
 - Pioneer Valley Tip-Off Classic. December
 - NYC Networking Trip. January
 - OakView Group Field Trip. Spring Semester.
 - McCormack Sales Summit. March
 - Yankees Suite Night. April
 - McCormack Gala. April
 - MSL Olympics. November / May

Women in Sport Management Club Advisor

2017- Present

- Meet weekly with the Executive Board to help manage RSO status, budget, and advice event planning.
- Host bi-weekly all club meetings aimed at making peer connections, learning about the industry, and connecting with alums. Regularly attended by 20+ students.
- Advise the following annual events:
 - Collaboration with Women in Sports & Events (WISE) Boston and the WooSox for a Women in Sport Night – September
 - WISM led collaboration with the McCormack Department of Sport Management and all other clubs for the Annual “Welcome Kickback” to create a fun yard game style event to get all student and faculty introduced --September
 - Collaboration with Westover Golf Course for WISM hits the Links to teach the basics of golf course etiquette and simple lesson – October & May
 - CoJourn Pairing, Peer-to-peer accountability program – September & February.

Faculty board for Delta Sigma Pi

2019-Present

- Attend monthly meetings.
- Delivered Personal Branding and Values Assessment Workshop.

McCormack Sport Leaders forum Co-Advisor

2018-2022



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Meet weekly with the Executive Board to help plan and manage event which has taken place each March in New York City (2019) Cancelled (2020) virtual (2021) on campus (2022)

- Create robust and diverse panel topics and agenda and promote to students.
- Secure over 50 industry professionals to serve as speakers.

Isenberg Suite Shop Committee Member

2018-2020

- Merged the WISM closest into this initiative.
- Worked with the Amherst Chamber of Commerce to secure over 200 items.
- Help organize the space and advertise to students.

Other Service

Department of Sport Management Curriculum Committee Member

2018-Present

- Meet each semester to review department goals and curriculum.
- Make changes to content, curriculum and goals as informed by the industry.

Service Speaking Engagements

Women’s Presidents Organization – Hartford & Springfield Chapters

2023

- Delivered Workshop: Embracing Paradoxical Thinking

Launching Women Luncheon – Amherst Chamber of Commerce

2023

- Delivered Workshop: Demystifying Money

Women of Isenberg

2022

- Delivered Workshop: Design Thinking: Transforming Teams

Northeast Black Student Athlete Summit

2021

- Delivered Workshop: Financial Literacy Bootcamp

Women of Isenberg

2019

- Delivered Workshop: The Game of Life: Managing your money

Awards & Honors

Sport Management Professor of the Year

2023

TeamWork Online

Inclusive Teaching and Design Award

2023

Massachusetts Inclusive Concurrent Enrollment Initiative

Isenberg Teaching Fellow

2022-Present

University of Massachusetts Amherst

Isenberg College Outstanding Teaching Award Winner

2021

University of Massachusetts Amherst

Isenberg Teaching Excellence Award Winner

2020

University of Massachusetts Amherst

Isenberg Teaching Award Nominee, ineligible

2017, 2018, 2019

University of Massachusetts Amherst

Publications

- The Real Score: Experience is the best teacher at the PV Tip-Off – Hampshire Valley Gazette 12/15/23.



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Sport Sales Chapter in Masteralexis, L.P., Barr, C.A. & Hums, M.A. (2023). Principles and Practices of Sport Management, 7th Edition. Sudbury, MA: Jones & Bartlett.

- Sport Sales Chapter in Masteralexis, L.P., Barr, C.A. & Hums, M.A. (2023). Principles and Practices of Sport Management, 7th Edition. Sudbury, MA: Jones & Bartlett.
- How the Value the Patriots Franchise – Boston Globe – 1/25/17
- Why Boston passed on the 2024 Olympics – Boston Business Journal 11/19/16.
- Social-Emotional Learning as High Impact Practice: Building Student Resilience and Wellness Through Strength-Based Pedagogy – Manuscript in progress

Professional References - UMASS

Lisa Masteralexis, J.D.

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