

Craig Leon  
Curriculum Vitae

**CONTACT INFORMATION:**

Lundquist College of Business  
1208 University of Oregon  
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**EDUCATION**

**M.S.**, Athletic Administration & M.S. in Recreation and Sport Sciences, Ohio University, 2009  
**B.S.Ed.**, Integrated Language Arts Education, Ohio University, 2007

**ACADEMIC EMPLOYMENT**

**Instructor of Sports Business (2015-present)**

Woodward Family Foundation Fellow  
Lundquist College of Business  
University of Oregon, Eugene, Oregon

**MBA Program Manager (2015-present)**

Warsaw Sports Business Center  
Lundquist College of Business  
University of Oregon, Eugene, Oregon

**Industry Outreach Coordinator (2013-2015)**

Warsaw Sports Business Center  
Lundquist College of Business  
University of Oregon, Eugene, Oregon

**Program Assistant (2012-2013)**

Competition Not Conflict Program  
School of Law  
University of Oregon, Eugene, Oregon

**Online Course Facilitator (2010-2013)**

Patton College of Education  
Ohio University, Athens, Ohio

**Graduate Assistant (2008-2009)**

Ohio University Athletics  
Ohio University, Athens, Ohio

## **INDUSTRY EXPERIENCE**

### **Mount Tom House, Co-owner, 2019-present**

- Co-own and operate a bed and breakfast and events venue servicing the Willamette Valley.
- Established and developed a new business and brand; oversee business website and digital marketing efforts.

### **Professional Athlete, 2010-2020**

- Managed all business operations related to finances, contract negotiations, sponsorship and marketing, PR and comms, scheduling, travel, and media inquiries.
- Created, designed, built, and maintained personal website, blog and all social media marketing materials.

### **Eugene Running Company, Sales Associate, 2011-2014**

- Worked alongside store owners to develop relevant product mix for store inventory, ensuring style, sizing and seasonal needs were met for customers.
- Retail associate who provided industry expertise to customers seeking guidance on shoe selection.

### **Ohio University Athletics Department, Director of Compliance, 2009-2011**

- Educated and consulted with coaches and student-athletes to ensure NCAA compliance.
- Collaborated with various Ohio University departments to ensure NCAA compliance.

### **Ohio University Athletics Department, Assistant Cross Country/Track and Field coach, 2008-2011**

- Assisted with design and implementation of training programs for men's and women's distance runners.
- Managed recruiting operations, including official campus visits for prospective athletes, and directed alumni outreach, fundraising and events.

## **CONSULTING**

### **Tracktown, USA, 2022-2023**

Assisted in marketing and promotions campaigns as part of rebranded Prefontaine Classic.

### **Eugene Emeralds, 2021-2022**

Strategy planning with General Manager, lobbyists and Eugene Chamber of Commerce on new stadium project.

### **USATF Foundation, 2017-2018**

Advised CEO and board of directors on marketing and fundraising strategic planning.

## TEACHING

### UNDERGRADUATE

#### **SBUS 450: Sports Marketing**

Course Description: Essentials of effective sports marketing. Includes research, segmentation, product development, pricing, licensing, and communication channels such as advertising, sales promotion, and publicity.

Quarters Taught: Fall 2015; Summer 2016; Fall 2016; Summer 2017; Fall 2017; Winter 2018; Summer 2018; Spring 2019.

#### **SBUS 255: Business of Olympic Games**

Course Description: An introduction to the contemporary global business model of the Olympic Games including finance & economic impact, sales, sponsorship, media & technology, government relations, sustainability & regional impact, socio-political context, diversity & inclusion.

Quarters Taught: Spring 2020, Winter 2021

#### **SBUS 250: Sports Business & Society**

Course Description: This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.

Quarters Taught: Summer 2021

### GRADUATE

#### **SBUS 607: MBA Sports Business Seminar**

Course Description: Sports business seminar for Warsaw Sports Business Center MBA students. Students learn and take part in active discussions with leaders from across the sports business industry. Students complete one LinkedIn learning assignment each term that develops their professional skillset.

Quarters Taught: Fall, Winter, Spring 2015-16; Fall, Winter, Spring 2016-17; Fall, Winter, Spring 2017-18; Fall, Winter, Spring 2018-19; Fall, Winter, Spring 2019-20; Fall, Winter, Spring 2020-21; Fall, Winter, Spring 2021-22; Fall, Winter, Spring 2022-23

### **SBUS 609: Strategic Planning Project**

Course Description: Warsaw Sports Business Center MBA students complete consulting projects. Projects are developed in two phases: 1) research and insights 2) ideation, creation and recommendation. Final projects are presented to sports business clients.

Quarters Taught: Winter, Spring 2016; Winter, Spring 2017; Winter, Spring 2018; Winter, Spring 2019; Winter, Spring 2020; Winter, Spring 2021; Winter, Spring 2022; Winter, Spring 2023

### **SBUS 650: Marketing Sports Properties**

Course Description: Examines essentials of effective sports marketing. Includes product or property development, legal aspects, segmentation, pricing, and communication channels (e.g., broadcast media).

Quarters Taught: Fall 2021, Winter 2023

## **ACADEMIC SERVICE**

### **Warsaw Sports Business Club, Faculty Advisor, 2019-present**

- Weekly strategy and advising meetings with student executive leadership team.
- Sourced speakers for bi-weekly club meetings; attend club meetings and post-meeting networking dinners with students and speakers.

### **Oregon Accelerator, 2021-present**

- Developed new program in partnership with the School of Journalism and Communication that provides experiential work opportunities to students who work with Oregon student athletes to help optimize and monetize NIL opportunities.
- Weekly meetings with all Oregon Accelerator students; committee meetings and advising/work sessions throughout the week.
- Worked with various stakeholders – academic programs, UO athletics staff, UO compliance and general counsel, and alumni – to develop a program that provides value to students and maintains adherence to all NCAA and state NIL regulations.

### **Oregon Athletics Men's Basketball Attendance Project, 2023**

- Collaborated with UO Athletics staff to develop new marketing strategy and tactics for 2023-24 men's basketball season.

### **NBC Olympics Track and Field Marketing Project, 2021-present**

- Advised student teams on marketing and strategy planning projects to present to NBC Olympics on how to introduce track and field to a younger audience.

### **Hayward Magic Series and Hayward Field Day, 2022-present**

- Advised team of ~20 students in creation of new events that the Warsaw Center can own and operate. The event focused on student engagement in sport on campus tying participation to Oregon athletic events. The Warsaw students promote and operate the annual event.

### **Course Development, SBUS 255, 2019**

- Developed new curriculum specific to the business of Olympic Games.

### **Oregon Athletics Mentor Program, 2015-present**

- Monthly mentor meetings with Oregon student-athletes.

## **COMMUNITY SERVICE**

Eugene Civic Alliance, Advisor, 2015-2018

## **PROFESSIONAL DEVELOPMENT**

TEP, UO Summer Institute Online Pathway, 2019

National Sports Forum, Attendee, 2013-2022

## **AWARDS AND HONORS**

Dean's College Service Award, 2017

Woodward Family Foundation Fellow, 2019-present