

# Center of Sport Business

## *Look Who's Talking!*

"The Center clearly represents the Kenan Institute's new model of 'Academics in Action'. We believe that the global sport industry lends itself towards practical application, innovation, and impactful research by our scholars and faculty. The opportunity to engage with our major corporate partners, small businesses, and alumni to further the business mission of sport organizations and the performance goals of athletes is exciting and long overdue. The Center has huge potential to be a big winner!" **Greg Brown, PhD - Director of the Frank Hawkins Kenan Institute of Private Enterprise**

"Sport business continues to soar in size, engagement, and impact across the world. Having a Center to investigate and find ways to improve this powerful industry is an exciting offering to our students. We are now witnessing a hastening of sport technology labs affiliated with professional sport teams and sport entrepreneurship curriculum at colleges. This innovative strategy clearly demonstrates the unique value of the intersection of health, fitness, and athletics in our society. I look forward to the development and success of our Center to further involve students, alumni, and faculty in this compelling research and novel projects. **Judith Cone, Vice Chancellor for Innovation, Entrepreneurship and Economic Development**

"Professor Stroman has been on the forefront in recognizing the mutual inspiration that sport has on the Academy, and visa versa, especially around values like fairness, teamwork, the difference between activity and achievement, Title IX, and the interdependency of the meritocracy and power. Under her leadership, she is putting Carolina and Kenan-Flagler on center stage internationally for the power of sport to make a difference. I'm proud to call her my friend and colleague. Go Heels!" **Joseph DeSimone, PhD - Co-founder & CEO, Carbon; Chancellor's Eminent Professor of Chemistry**

"The Center of Sport Business provides a platform for students to learn and examine the critical aspects of what happens behind the scenes of game competition. In addition, I am big proponent of analytics and am excited to see this emphasis within the Center. Congratulations on this new opportunity to make a difference on campus and beyond!" **Larry Fedora, Head Coach UNC Football**

"Dr. Stroman has been working hard to help others gain entrance or stay in the sport industry for years. I am glad to see the Center of Sport Business is now a reality that will offer opportunities to students, athletes, coaches, and administrators to research, network, and share best practices. The Basketball Analytics Summit is definitely a highlight, and I am proud to offer my support to this outstanding conference." **Sylvia Hatchell, Head Coach UNC Women's Basketball**

"Debby has always been committed to the positive experience for big-time college athletes. As a former ACC athlete, coach, and advisor, she has the experience and insight to ask the right questions. She remains close to the student-athlete experience, which is invaluable to credible and timely research in college sport. I've enjoyed our work together on the planning and execution of major college football games." **Michael Kelly, COO of College Football Playoff**

"The Center is an effective way for me to stay connected to the university and to give back to current students. The business of sport is very attractive to many people, and I look forward to sharing my experiences and insights to help inform others on critical decisions." **George Lynch, former UNC and NBA player & current Director of Player Development of Southern Methodist University**



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**Center of Sport Business**  
analytics • impact • connections

“Wasserman strongly believes in education and bringing real world experiences to the classroom. We are pleased to support the Center as it will further deepen our partnership with UNC’s Kenan-Flagler Business School. We appreciate and have enjoyed our interaction with students, faculty, sport conferences, and research activities. As a proud Tar Heel, I am confident that this effort will increase awareness and impact of sport business in the Triangle region and beyond.”

**Will Pleasants, COO Wasserman Media**

“The work of a venture capitalist is to develop a concept to its maximum potential in the marketplace, building the proper team, leadership and strategy. This is the same characteristic for successful sports teams and start up ventures: building a team that can best execute a strategy, then asking and supporting them to reach to their maximum potential. The leader coach is equally key as one who builds the team’s strategy and further develops leadership amongst the players. Dr. Stroman’s effort to unite a team for the examination of the operation of the business of sport is commendable. I am also gratified to see a priority on how character and inclusion is demonstrated in sport such that it can be equally applied to successful businesses.” **Sallie Shuping Russell, BlackRock Private Equity Partners & former trustee of the University of North Carolina**

“Having an official UNC organization to bridge the gap between research and real world practice is critical in the sport industry. I’m proud of Dr. Stroman and Kenan-Flagler for being the leaders. The focus on data analytics and how sport can be used for good make a lot of sense in today’s world. We need to have more resources to make the right decisions and to influence society in a positive way. I’m also hopeful that other former athletes will use the Center to stay engaged with students by offering our advice on navigating sport careers, speaking up on matters of inclusion, and being open to providing opportunities.” **Jerry Stackhouse, former UNC and NBA Player & current Head Coach NBA Raptors 905**

“We are proud to start a tradition of reaching out to the sport industry in a bold way to offer our research and resources to serve this multi-billion dollar industry. UNC and Kenan-Flagler is well positioned to lead with our brand, academic excellence, and prominent network of sport professional alumni. We recognize the influence and impact the Center can have through the focus on analytics and the “power of sport” to uplift and inspire communities. This Center also demonstrates our continued support of innovative faculty members who combine their scholarship and passion to fast-growing and expansive global markets. **Doug Shackelford, PhD - Dean, Kenan-Flagler Business School**

“It is great to see the vision of Dr. Stroman come alive with this new Center of Sport Business. It is very important that universities continue to provide insight and perspectives on the varying issues concerning the college and professional sport industry. Kenan-Flagler has the initiative, network, resources, and spirit to make this Center a success. I applaud all the students, faculty, and staff who worked tirelessly to make this day possible.” **John Skipper, president, ESPN**

“I’m tremendously excited about the launch of the Center of Sports Business under the very capable leadership of Debby Stroman. Its potential positive impact on the sports industry regionally, nationally, and internationally, is unlimited.” **John Swofford, Atlantic Coast Conference Commissioner**

“Carolina is noted for its ability to lead and find ways to engage our students and alumni in matters of importance. Through the Center of Sport Business we can showcase our student and faculty creativity, research capabilities, and community service for the betterment of society. Sport has always been a wonderful tool to bring people together. I’ve known Dr. Stroman for more than 30 years. I support her leadership and the Center’s mission and programs to make a difference in North Carolina, the USA, and the world.” **Roy Williams, Head Coach UNC Men’s Basketball**

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