

## **RON WADE**

**ron.wade@umich.edu**

### **EDUCATION:**

B.A. Wayne State University; Biological Sciences, 1992

M.A. Wayne State University; Sports Administration, 2003

### **ACADEMIC POSITIONS / APPOINTMENTS**

May 2015 – June 2018                      Adjunct Instructor                      Wayne State University

August 2018 – Present                      Clinical Assistant Professor              University of Michigan

### **TEACHING ACTIVITIES:**

*2018 - present:* SM 444 - Sales Management in Sport (13 semesters)

*2021 - present:* KIN/SM 686 - Graduate Student Internship (8 semesters)

*2020 - present:* SM 428 - Experiential Marketing in Sport (7 semesters)

*2021 - present:* SM 246 - Principles of Marketing (4 semesters)

*2023 - present:* SM 290 - Field Experience - SMI Travel Course (2 semesters)

*2024 - present:* SM 313 - Special Topics: Storytelling in Sport

*2022 & 2023:* KIN 302 - European Sport Global Travel Course

*2018 - 2022:* SM 429 - Social Media in Sport (9 semesters)

### **SERVICE ACTIVITIES:**

#### **University of Michigan**

Provost's Faculty Advisory Committee (2023 - present)

Commencement Marshal – Graduate and Undergraduate (May 2019)

#### **School of Kinesiology**

Sport Management Graduate Student Internship Coordinator (2022 - present)

Faculty Advisor, Sport Business Inclusion Community (2022 - present)

Chair, Graduate Student Wellness Committee (2023 - 2024)

Coordinator, Graduate Student Professional Visits with Detroit Pistons (2023) and Detroit Red Wings (2024)

Committee Member: Marketing & Data Analytics Professor Search (2021 – 2022)

Committee Member: Promotion & Tenure Guideline Review (2019 – 2023)

Committee Member: SM Level 2 Admissions Review (2021- present)

Committee Member: Undergraduate Application Review (2021)

Committee Member: School of Kinesiology Brand Agency Search (2019)

Committee Member: Career Coordinator Search (2019)

Coordinator Detroit Venue Tour (April 2019)

Guest Lecturer: SM100 (2018 – present)

Guest Lecturer: Prospective Student Events (2018 – present)

University Representative: Prospective Student Recruiting Events (2018 - present)

Committee Member: Graduate Student Wellness Committee (2021 – 2022)

Olympics Experiential Learning Exploratory Visit -- (July-August 2024)

## **ADMINISTRATIVE ACTIVITIES**

Chair – Graduate Student Wellness Committee (August 2022 - present)

Graduate Student Career/Internship Advisor (2021- present)

## **VOLUNTEER WORK**

Paris 2024 Olympics - Team USA Welcome Center - *July 2024*

Paris 2024 Olympics - Team USA High Performance Center - *July - August 2024*

## **PUBLICATIONS**

*Fullerton, S., Wade, R., Dick, R., and McCall, M. (2023). The perceived impact of the new rules regarding name, image, and likeness (NIL) in intercollegiate sports. Association of Marketing Theory and Practice Proceedings 2023. 43.*

## **SPORT INDUSTRY EXPERIENCE**

**Director of Marketing, Detroit Tigers - January 2009 to March 2018**

Tasks included development and execution of advertising campaign themes, design of collateral material and team branding. Duties also included:

- Marketing and execution of signature events on the Tigers schedule including *¡Fiesta Tigres!*, Negro Leagues Weekend and Winter Caravan
- Writing sales and marketing copy for TV and radio broadcasts
- Working with Turnkey Sports & Entertainment to produce marketing surveys
- Working with MLB Advanced Media to efficiently manage sales messages to email database
- Working with MLB Network to provide unique opportunities for non-sports partners including Annapurna Pictures and Discovery Channel
- Creation of unique and memorable themed ticket packages including the first vinyl record package in sports in partnership with Third Man Records
- Creating an organized and detailed database of all Tigers digital photos for marketing purposes
- Digitizing all luxury suite, season ticket and group sales collateral
- Facilitating the launch and moderation of Tigers Social Media platforms including the team's Facebook, Instagram and Twitter accounts

**Marketing Manager, Detroit Tigers - January 2007 to January 2009**

Tasks included working in partnership with the Director of Marketing and SMZ Advertising in developing and execution of advertising campaign themes, design of collateral material and branding.

- Worked closely with Ticket Sales to develop the club's first Season Ticket Gift Certificate program which resulted in over \$400K in sales
- Project manager for all Detroit Tigers printed collateral materials.
- Responsible for new sponsorship revenue by partnering with Topps to become an advertiser on the front of Detroit Tigers season tickets and pocket schedules--the first sponsorship of its kind in MLB
- Responsible for All-Star voting and All-Star Final Vote marketing strategy
- Front Office contact for MLB Advanced Media for all website updates, promotions and contests

- Developed relationship with the Detroit office of the Consulate of Mexico to assist in promotion of ¡Fiesta Tigres!
- Detroit Tigers Winter Caravan Coordinator

#### **Marketing Coordinator, Detroit Tigers - September 2005 to January 2007**

- Responsible for advertising and promotion of Detroit Tigers special events: TigerFest, Gloves For Kids, ¡Fiesta Tigres! & Negro Leagues Weekend
- Responsible for execution of trade elements with local and outstate media partners
- Created distribution network for Detroit Tigers schedules. Increased distribution from 1.75M to 3M in two seasons
- Worked with MLB and Corporate Sales in the creation, promotion and sale of 2006 Detroit Tigers Season Highlight DVD
- Coordinated 2006 Postseason “Rally Monday” event promotion, advertising and execution
- Worked with Community Affairs department to promote Detroit Tigers charitable events

#### **Group Sales Manager, St. Paul Saints - April 2004 to September 2005**

- Duties included working with business community of Minneapolis/St. Paul to create memorable company outings at St. Paul Saints games as well as season ticket sales to individuals.
- Responsible for creation of unique promotions to sell tickets and create positive media coverage for sponsors and the team
- Generated over \$370K in corporate sponsorship and group sales revenue in two seasons. Clients included McDonalds, Office Depot, Morgan Stanley and Hardees
- In-game responsibilities included season and group ticket customer service
- Creation, implementation, and production of Saints Special Events, including sponsorship sales and creation of sponsor activations

#### **DEI INITIATIVES**

Faculty Advisor – Michigan Sport Business Inclusion Community (2021 - present)

Faculty Leader, Sport Business Inclusion Community Networking Trips to Chicago (2023) and Atlanta (2024)

Committee Member: DEI Speaker Series (2021 - present)

Moderator, DEI Speaker Series Panel: “*How Did We Get Here? Tracing the History of Inequity & Exclusion in American Sport*”(2021)

#### **MEDIA INTERVIEWS – NATIONAL**

Edwards, K. (Host). (2024, Feb 7). NIL, Transfer Portal, Equity & Student Success in Athletics (No. 190) [Audio podcast episode]. In *Student Affairs NOW*. <https://studentaffairsnow.com/NIL-athletics/>

NerdWallet: <https://somerville.wickedlocal.com/article/ZZ/20190617/BUSINESS/306179957>

Las Vegas Review Journal: <https://www.reviewjournal.com/sports/goldenknights/ryan-reaves-robin-lehners-anthem-protest-a-sign-of-changing-nhl-2088437/>

Inside Climate News: <https://insideclimatenews.org/news/06022021/warming-trends-gms-evs-hit-the-super-bowl-how-not-to-waste-food-and-a-prize-for-climate-solutions/>

**MEDIA INTERVIEWS – UNIVERSITY OF MICHIGAN**

NFL & NASCAR: <https://www.kines.umich.edu/news-events/news/black-lives-matter-nfl-nascar-respond>

Covid-19 & Sports: <https://www.kines.umich.edu/news-events/news/michigan-minds-covid-19-sports>

**BOARDS & PROFESSIONAL ORGANIZATIONS:**

Friends of Historic Hamtramck Stadium – *September 2019 – July 2023*

NASSM Member -- *2021 - present*