

TIM KOB

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Education

University of South Carolina	Columbia, SC
PhD Sport Management	2020 exp.
SUNY Cortland	Cortland, NY
Master of Science, Sport Management	2014
Bachelor of Science, Athletic Training, Magna Cum Laude	2005
Finger Lakes School of Massage	2005

Academic Teaching Experience

University of South Carolina	Columbia, SC
PhD student	2017-2020
➤ Instructor of record. Developed all instructional materials, visual aids, exams, quizzes, Blackboard content and maintenance	
○ SPT 440: Sport and Entertainment Business and Finance	
➤ Graduate Assistant	
○ SPT 110: Sport and Entertainment in American Life	
▪ Taught the course for part of the semester when the instructor was on sick leave	
○ SPT 203: Introduction to Event and Venue Management	
○ SPT 240: Business Law	
SUNY Cortland	Cortland, NY
Adjunct Faculty	Fall 2016
➤ Lecturer in the Kinesiology Department teaching in athletic training curriculum	
○ ATR 418: Pharmacology and Advanced General Medical Conditions	
➤ Part time Athletic Trainer for Varsity athletics and student field experience supervisor	
Finger Lakes School of Massage	Ithaca, NY
➤ Co-Instructor Anatomy and Physiology	Spring 2017
➤ Rewrote the course curriculum including study book, section power points, quizzes and exams	
Cayuga Medical Center	Ithaca, NY
Co-Instructor Physical Therapy Residency Program	2008-2014
➤ <i>Current Topics in Sports Medicine</i> covering injury prevention, functional training for sports and a hands-on practical session	

Research and Scholarly Activities

Publications in Peer Reviewed Journals

Koba, T., Gong, H., Ross, W. & Grady, J. (2019, in print). Sustainable Olympic development: A proposed benchmark for managing economic outcomes. *Journal of Global Sport Management*.

Koba, T., Nagel, M., Watanabe, N., Yan, G., Southall, R. & Kidd, V. (Submitted for review). An Exploration of Professional US-Based Basketball Players Competing in Turkey.

Scroggins, C., Koba, T., Nagel, M. & Gillentine, A. (Submitted for review). The NCAA and eSports: A potentially unstable alliance. *Journal for the Study of Sport and Athletes in Education*.

Koba, T. & Watanabe, N. (Working paper). Market response to social controversy: A case study of Papa John's and the NFL.

Koba, T. & Getzin, A. (2012). Abstract: Juvenile Spondyloarthritis in a High School Athlete. MARC ACSM, 2012

Peer Reviewed Academic Presentations

Todd, S.Y., Koba, T., Mao, Z. & Swanson, S. (2019, May). *A policy capturing exploration of sport job seeker decision making: The relative influence of prestige, segment, duties and location*. Presented at NASSM, New Orleans, LA.

Todd, S., Magnusen, M., Swanson, S. & Koba, T. (2019, May). *The attractiveness of sport jobs: A policy capturing approach for key predictors of job seeker decision making*. Presented at ASAC, Saint Catharines, ON, Canada.

Koba, T., Gong, H., Ross, W. & Grady, J. (2018, Fall). *Proposing a metric for Olympic legacy*. Presented at SEVT annual conference, Columbia, SC.

Scroggins, C., Koba, T. & Nagel, M. (2018, October). *The NCAA and eSports*. Presented at UCI eSports Conference, Irvine, CA.

Koba, T. & Kidd, V. (2018, March). *Transnational basketball player migration to Turkey*. Presented at SEVT Conference, Columbia, SC.

Koba, T. & Getzin, A. (2012, November). *Juvenile spondyloarthritis in a high school athlete*. Presented at the MARC ACSM Annual Conference, Harrisburg, PA.

Professional Publications

Koba, T. (2015, January 29). Safer Youth Athletes. *Training and Conditioning Blog*. http://training-conditioning.com/2013/08/15/safer_youth_athletes/index.php

Koba, T. (2012, March 20). Crossfit not Best fit? *Training and Conditioning Blog*.

Koba, T. (2009, November). Power Play. *Coaching Management*.

Koba, T. (2009). Improving Athletic Performance in High School Sports. *Ithaca Journal*. Contributing author, BOC Blog. www.bocatc.org/blog covering professional topics. Some popular articles have made the most read list on a third party site: Athletic Trainer's News Feed

Invited, Business and Professional Presentations

Koba, T. (2016-2017). *Strength and Fitness Educational Series*. Invited guest speaker to Cornell Fitness Centers to present a fitness related lecture series, Ithaca, NY.

Koba, T. (2017, January). *How to conduct market research*. A workshop given to small business owners sponsored by Alternatives Federal Credit Union, Ithaca, NY.

Koba, T. (2013, August). *Strength Training for Endurance Athletes*. Presented at Cayuga Lake Triathlon Conference, Ithaca, NY.

Koba, T. (2012, March). *Injury Prevention and Athletic Development in High School Athletes*. Presented to Ithaca High School parents, coaches and athletes, Ithaca, NY.

Koba, T. (2011, July). *Assessing Orthopedic Injuries*. Presented to Nurses from across New York State, Watkins Glen, NY.

Koba, T. (2010). *ACL Update: Functional Training for ACL prevention*. Presented to doctors, physical therapists, and athletic trainers at the Island Health Center, Ithaca, NY.

Research Assistant

College Sport Research Institute (CSRI)

- 2017 Adjusted Graduation Gap NCAA Division I Baseball
- 2017 Adjusted Graduation Gap NCAA FBS Football

Professional Experience

Owner, Athletic Trainer and Strength Coach

Finger Lakes Athletic Consulting, LLC

Ithaca, NY

2016

- Consult with high schools and colleges on injury prevention, strength training, rehabilitation of injuries and program development
- Consult with small businesses on business and marketing plans, budgets and financial projections to secure financing and evaluation of financial data to help drive their decision making

Manager, Athletic Performance

Ithaca, NY

Cayuga Medical Center 2007 – 2016

- Filled the leadership gap by providing the organizational administration of the clinic including athletic training staffing, medication and supply inventory and ordering, department Performance Improvement initiatives, department budgeting, contract negotiation and event coverage
- Conceived, built and developed a new multidisciplinary service line for athletic performance to a peak of five high schools, nine teams, and over 30 individuals grossing \$20,000 over the 3 year life of the program overseeing program strategy, execution, leadership, budgeting, marketing, billing and staff training, scheduling and evaluation
- Successfully marketed the department by utilizing *Twitter* and *Mail Chimp* to develop brand consistency and content across platforms targeted towards key demographics with an average open rate of 25% (20% industry average)
- Conducted monthly meetings on injury referrals, revenue and marketing to analyze the impact on our program in order to drive further growth

Athletic Trainer

Ithaca, NY

Cayuga Medical Center

2007-2010

- Achieved department growth by partnering with local high schools to grow athletic training outreach services and event coverage from zero schools to nine high schools and six football teams and acting as physician extender improving patient care, increasing patient volume and assisting with procedures increasing from one to three physicians in the practice

Exercise Physiologist

Ithaca, NY

Island Health and Fitness

2006-2007

- Grew the Peak Performance Sports Training area of Island Health & Fitness and was the lead instructor in charge of writing the program, creating workouts and overseeing its implementation
- Wrote specific training programs for members after consulting with them to meet their individual needs

Service and Volunteer

Graduate Finance Committee

Columbia, SC

- Serve on finance committee for the graduate student association

Treasurer, Ithaca Health Alliance Board

Ithaca, NY

- Chair, Finance committee, past Secretary and interim Quickbooks bookkeeper
- Strategic planning and financial sustainability for non-profit organization

Cornell Men's Tennis Team

Ithaca, NY

- Volunteer strength and conditioning coach

Consulting and Professional Projects

- Consulted on market research and business proposition of a boutique fitness studio for entry into University of Chicago business funding and review
- Consulted with small business on conducting market research, writing business and financial plans to secure financing and make strategic decisions
- Developed application, policy and procedures for approved provider credentialing through the Board of Certification to offer continuing education credits for athletic training
- Delivered comprehensive department marketing proposal with detailed plan to increase market share across functions
- Wrote proposal and led project for construction and operation of a fitness center in a residential housing complex
- Completed online Project Management coursework to improve my understanding of the project management process

- Curriculum development for coaches in response to a need amongst the local schools including *First Aid and CPR for Coaches*, *Health Sciences for Coaching* and *Coach's Resource Manual*
- Strategic Marketing plan for local soccer club to gain sponsorships and new members

Certifications and Awards

- ATC, CSCS, PES, CES, CMT
- AHA BLS and Heartsaver Instructor
- NYSED Certified First Aid/CPR for Coaches Instructor
- NYSED Certified Instructor Health Sciences for Coaches
- Strategic Organizational Leadership
- 2015 Inductee to SUNY Cortland Chapter of Phi Kappa Phi National Honor Society
- 2017 Inductee to Honor Society through University of South Carolina
- 2018 Preparing Future Faculty (PFF) certificate