

GREGORY "GREGG" RICH

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WORK HISTORY

Assoc. Professor/Undergrad Coordinator, Sport Mgmt.

Georgia Southern University; Statesboro, GA: 18 – Pres

Lecturer, Sport Management

University of Georgia; Athens, GA: 17 – 18

Graduate Teaching Assistant

University of Georgia; Athens, GA: 12 – 17

Inside Sales Executive

Surgical Information Systems; Alpharetta, GA: 10 – 12

Outside Claims Representative

Travelers Insurance; Alpharetta, GA: 09 – 10

Training Assistant Manager

LA Fitness; Dunwoody, GA: Winter – 09

Sales Lead

Nike; Atlanta, GA: 08 – 09

Consulting Associate/Mktg

Velocity Sports & Ent.; Atlanta, GA: 05 – 08

Basketball Ops Intern

Boston Celtics; Waltham, MA: Summer – 03

Ops & Equipment Maintenance GA

Ping Center; Athens, OH: 02 – 03

Night Manager

LeClub; McGaheysville, VA: 00 – 02

WORK SKILL/EXPERIENCE

- Research/survey design
- Data collection and analysis
- Wireless SMS/MMS (text/content) program development
- Strategic evaluation/recommendation
- Staff supervision/coaching
- Sales leadership
- Relationship (client, agency, vendor, property) mgmt
- Product marketing
- Presentation development/presenting
- Portfolio analysis/development
- Operations/facility management
- On-site/online promotional development
- Marketing channel integration/research
- Leveraging/activation plan development
- Lead generation
- Event management
- Creative development
- Contract negotiation
- Coordinating cross-functional teams
- Budget management/tracking
- Brand management
- Ad copy writing (radio, online, POP, etc.)

EDUCATION

Doctorate in Philosophy (Kinesiology)

University of Georgia; Athens, GA: 12 -17

Miller Heiman – Strategic Selling

Training Session; Alpharetta, GA: 12

Developing Effective Business Communication

AMA Training Seminar; Atlanta, GA: 06

Master of Business Administration,

Master of Sport Admin/Facility Mgmt

Ohio University; Athens, OH: 02 – 04

BS Kinesiology; Business Minor

James Madison; Harrisonburg, VA: 98 – 02

PROGRAM KNOWLEDGE

Adobe: Acrobat, Illustrator, InDesign, Photoshop

AT&T Mobility: Quickreach SMS Platform

Automated Scorebook: Baseball, Softball

Microsoft: Access, Excel, PowerPoint, Publisher, Word

Research: Endnote, HLM, mPlus, NVivo, Smart PLS, SPSS

CRM: Salesforce.com, Pardot

VOLUNTEERISM

Seven Bridges to Recovery: Atlanta, GA: 08 – 12

St. Francis Table; Atlanta, GA: 07 – 12

Big Brothers Big Sisters; Atlanta, GA: 07 – 12

FIFA Women's World Cup; Columbus, OH: 03

Ohio University Athletics; Athens, OH: 02 – 03

HIGHLIGHTS

- Developed revised ROI prediction tool for metric evaluation of future sponsorship opportunities for AT&T
- Negotiated long-term sponsorship agreement with TD Banknorth Garden that secured client naming rights to arena's concert series, category exclusivity for both TD Banknorth Garden and the Boston Bruins, and incorporated guerilla marketing elements for combating chief competitor's category exclusive sponsorship with Celtics. Secured agreement at fee approximately forty (40) percent less than initial proposal
- Managed development of comprehensive text/web/content download platform for activation of client's Buffalo Sabres sponsorship; creating integrative marketing plan that encouraged consumer participation. Results exceeded projections by approximately fifteen (15) percent
- Negotiated Rutgers University Athletics deal implementing unique inclusion clause with Head Football Coach Greg Schiano, while reducing overall sponsorship fee by approximately twenty (20) percent
- Developed hometown sponsorship strategy deck for Cingular Wireless Corporate
- Won 2012 Sport Marketing Association (SMA) Graduate Case Study Competition. Team presented case study on how PepsiCo might utilize Super Bowl XLVII Halftime Show
- Received Louise E. Kindig Research Award, which is given to provide financial support for a graduate student's outstanding research proposal
- Recipient of 2022-23 Waters College of Health Professions Senior Faculty Teaching Award.