

Dr. Patrick Rishe – Introductory Bio

Dr. Patrick Rishe (www.patrickrishe.com) is the *Director of the Sports Business Program* and *Professor of Practice in Sports Business* at Washington University in St. Louis. Additionally, he is the Founder and CEO of sports consulting firm Sportsimpacts, and a Sports Business contributing writer for Forbes.com.

As the Director of the Sports Business Program at Wash U since June 2015, Dr. Rishe:

1. Teaches courses in The Business of Sports, Sports Analytics (the latter being largely a speaker series of guest contributors from industry), and Sport Marketing;
2. Annually organizes a Fall Sports Business Summit, which features 15-20 sports business executives from across the country;
3. Produces Sports Immersion trips for networking purposes, which consists of traveling with 8-10 students to major markets (e.g. Los Angeles, New York) to visit the corporate offices of various teams, leagues, and organizations tied to the sports industry;
4. Recruits Experiential Learning Projects for students to gain real-world consulting experiences on sports business projects;
 - a. Current projects (Spring 2018) include work with the St. Louis Cardinals and Carolina Hurricanes;
 - b. Recently completed projects (Spring 2017) include work with Populous and the Vegas Golden Knights;
5. Markets the Olin Business School and the university at large through frequent media appearances (CNN, CNBC, FoxBusiness, and various newspaper publications seeking his commentary on a variety of topical sports business issues);
6. Recruits speakers for the Joseph Lacob Speaker Series (named after program benefactor, Joe Lacob, owner of the Golden State Warriors).
 - a. Speakers have included executives from Wasserman, Populous, Fox Sports, Phoenix Suns, Orlando Magic, VenueNext, Halo Neuroscience, Vegas Golden Knights, St. Louis Blues, St. Louis Cardinals, Chicago Cubs, Milwaukee Brewers, and more;
7. Builds and/or advocates for new curriculum within the program, including the Sports Analytics and Sports Law courses (added in 2016), and a Sport Marketing class (added in 2018-19);
8. Provides career guidance for students, leveraging his vast network of sports industry connections to help students find internships and/or entry-level work in the sports industry.
9. Engaging alumni to participate with the program, either through guest visits to Wash U, or through experiential learning projects assigned to Wash U students.

Resume for Dr. Patrick Rishe

As the Founder and CEO of Sportsimpacts since 2000, Dr. Rishe's firm has:

- Executed over 80 client projects, including studies for high-profile events such as 3 Super Bowls (2016, 2011, 2006), 3 Final Fours (1 Men's Final Four, 2 Women's), the 2004 Ryder Cup, and the 2013 Presidents' Cup. Most of these projects entail Economic Impact analysis;
- Served as an expert witness in economic damages calculations for the NCAA vs ex-USC Running Backs Coach Todd McNair (2017-18), Ben Dogra (2016 – former Co-Chair of CAA Football agency), Manny Pacquiao (2012 – former champion boxer), and a Norwegian Nordic-combined Olympic skier (2004);
- Formed long-standing ties with the National Association of Sports Commissions (which serves over 800 sports commissions and tourism agencies across America).

His last economic impact study was an Economic and Fiscal Impact assessment for the 2018 SEC Men's Basketball Championship held in St. Louis in March 2018.

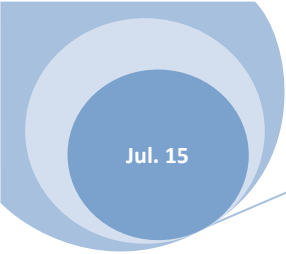
Regarding his non-academic writing and other professional development activities:

- In Summer 2018, Dr. Rishe will publish his first book entitled "*They Shoot...They Score!!! Lessons in Leadership, Innovation, and Strategy from the Business of Sports*" The theme of the book is Lessons on Leadership, Innovation, and Strategy from the Sports Industry, and will consist of 50 interviews with Dr. Rishe's sports industry contacts. For more, visit
- Dr. Rishe has been a contributing OpEd columnist for FORBES.com since 2010, where he has published over 800 pieces which have garnered over 4 million readers. In related media works, his insights on topical sports business issues have appeared on various national media outlets such as NBC Nightly News, CBS News, CNBC, Bloomberg TV, CNN, Fox Business, New York Times, USA Today, Wall Street Journal, L.A. Times, ESPN Radio, Fox Sports Radio, Marketplace Radio, and NPR.

Regarding his academic writing and other past academic related activity:

- Dr. Rishe has published 16 academic papers in peer-reviewed journals, including *Sport Marketing Quarterly* and the *International Journal of Sport Finance*. In the classroom, he has taught Sports Business courses at UCLA, Saint Louis University, and Pepperdine University, has been a guest speaker at Harvard's Sports Law Symposium and NYU's Tisch Graduate School of Sport Management, a 3-time moderator (2015-2017) at the MIT Sports Analytics Conference, and a 2-time moderator at Stanford University's Sports Innovation Conference (2015, 2018);
- Prior to joining Washington University in St. Louis, Dr. Rishe enjoyed a distinguished 16-year career in what was then the George Herbert Walker Business School at Webster University, where he reached the rank of Full Professor in Spring 2013 and was nominated for the illustrious Kemper Teaching Award in Spring 2015. During the 2014-15 academic year while on sabbatical at Loyola Marymount University in Los Angeles, he won the Cura Personalis Award in Spring 2015 from LMU's Economics Department.

Dr. Rishe holds a PhD in Economics from Binghamton University (N.Y.), and a Bachelors and Masters degree in Economics from the University of North Carolina at Charlotte.



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SUMMARY of ACHIEVEMENTS*Current Professional Titles:*

- Director, Sports Business Program, Washington University in St. Louis (June 2015-Present)
 - Additionally, Professor of Practice in Sports Business
- Founder/CEO, Sportsimpacts (2000-Present)
- Sports Business Contributor, Forbes.com (2010-Present)

Consulting and Media Achievements:

- Over 85 sports-related Market Research and Economic Impact studies completed since 2000, including 3 Super Bowls, 3 Final Fours, and serving as expert economist in 3 high-profile cases (2017-18 NCAA vs Todd McNair, 2015-16 Ben Dogra employment lawsuit, 2012 Manny Pacquiao defamation lawsuit);
- In Nov 2016, authored economic impact study for potential MLS expansion team to St. Louis;
- Completed projects for over 20 Division I NCAA Championship events, several college bowl games, and economic impact studies for two of America's largest athletic departments (Ohio State, University of Texas);
- Attracted over 4 million readers for 800+ Sports Business OpEd articles authored since May 2010;
- Monthly national media appearances (e.g. CNBC, Bloomberg TV, FoxBusiness, CNN) discussing topical Sports Business stories, including appearances on NBC Nightly News, CBS Evening News and CNBC's "Squawk Box".

Academic and Writing Achievements:

- Author of book regarding lessons in Leadership, Innovation, and Strategy in the Sports Industry (released August 2018);
- 16 articles published in peer-reviewed academic journals;
- Winner of the 2018 Reid Teaching Award, selected by Olin Business Students at WashU;
- Multiple prior invitations to teach his popular Sports Business course at numerous top 100 schools, including UCLA, Saint Louis University, and Pepperdine University;
- As Washington University's Sports Business Director, organize annual Olin Sports Business Summit, organize Sports Immersion trips, and engage in both career services activities for students, as well as alumni relations activities with Wash U alums in the sports industry;
- In a 16-year career at Webster University, achieved tenured, reached rank of Full Professor, and was nominated for Kemper Teaching Award in Spring 2015;
- Has moderated sports business panels at esteemed conferences at MIT and Stanford;
- During the 2014-15 academic year on sabbatical, earned the prestigious Cura Personalis Award while a Visiting Economics Professor at Loyola Marymount University (LA);
- Since 2010, earned invitations as guest speaker on Sports Business topics at Harvard University, New York University, UCLA, University of British Columbia, and Saint Louis University.

EDUCATIONAL BACKGROUND**Doctorate of Philosophy in Economics****June 1997**

State University of New York – Binghamton (Vestal, NY)

Dissertation: “Testing Betting Market Efficiency in Professional and Collegiate Football”

Areas of Specialization: Labor Economics, Urban Economics

Masters of Science in Economics**August 1993**

University of North Carolina – Charlotte (Charlotte, NC)

Bachelors of Arts in Economics**May 1992**

University of North Carolina at Charlotte (Charlotte, NC)

CONSULTING EXPERIENCE**Sportsimpacts (St Louis, MO)****October 2000 - Present***Founder and CEO*

- Responsibilities
 - New client acquisition
 - Entailing marketing through the media and presentations;
 - Project management
 - Entailing client interaction, labor recruitment and supervision;
 - Website creation and management;
 - Entailing choice of website design, updating the site;
 - Analytical and written tasks;
 - Entailing survey design, quantitative analysis using SPSS/IMPLAN, and report writing.
- Industry Clients have included:
 - Convention and visitor bureaus;
 - City Councils;
 - Urban/regional sports commissions;
 - Professional sports organizations;
 - Professional sports leagues;
 - Law firms;
 - Collegiate athletic departments.

Resume for Dr. Patrick Rische

Projects have included:

SEC Men's Basketball Championships	(2018, St. Louis)
Defense's Expert for NCAA	(2017-2018, CA)
Super Bowl 50	(2016, Bay Area CA)
Elizabethtown (KY) Sports Park	(2017, 2013 Elizabethtown KY)
Chevy Belle Isle Grand Prix	(2017, 2014, 2013, 2012 - Detroit)
Days of '47 – Pioneer Day Rodeo Classic	(2017, Salt Lake City)
MLS to St. Louis – Economic Impact Analysis	(2016, St. Louis)
Plaintiff's Expert in NFL agent Employment Case	(2015-2016, St. Louis)
United States Tennis Association	(2015)
Williamsburg VA Youth Sports	(2015)
NCAA Division I Wrestling	(2015, St. Louis)
Michigan High School State Basketball Championships	(2009, Lansing, MI)
Presidents Cup Golf Event	(2013, Columbus OH)
Texas v Oklahoma – AT&T Red River Rivalry	(2013, Dallas)
Elizabethtown (KY) Sports Park	(2013, Elizabethtown KY)
TicketCity Bowl	(2012, Dallas)
Loudoun VA Feasibility Study	(2012, Loudoun, VA)
Plaintiff's Witness in Manny Pacquiao PED Case	(2012, Los Angeles)
Super Bowl XLV	(2011, Dallas)
FLW Outdoors Fishing Tour	(2011, Multiple)
Rockford Parks and Recreation	(2011, Rockford, IL)
AAU Junior Olympic Games	(2010, Virginia Beach)
University of New Mexico Athletics Department	(2010, Albuquerque)
The New Mexico Bowl	(2009, Albuquerque)
Michigan High School State Basketball Championships	(2009, Lansing, MI)
Facility Feasibility Study for Lansing, MI	(2009, Lansing, MI)
Tax Impact Analysis for the St Louis Sports Commission	(2009, St Louis)
Tax Impact Analysis for the Greater Detroit CVB	(2009, Detroit)
Facility Feasibility Study for the City of Effingham	(2008, Effingham, IL)
Facility Feasibility Study for the City of Elgin, IL	(2008, Elgin, IL)
Univ of Texas Economic Impact Analysis	(2008, Austin, TX)
ATA World Taekwondo Championships	(2008, Little Rock, AR)
FLW Outdoors Fishing Tour	(2007, Multiple Cities)
State Fair of Texas	(2007, Dallas)
National Association of Sports Commissions	(2007, Cincinnati)
Dream Cruise (Detroit Metro CVB)	(2007, Detroit)
Washington Redskins Beach Blitz	(2007, Virginia Beach)
Dream Cruise (Detroit Metro CVB)	(2006, Detroit)
AAU Junior Olympics	(2006, Detroit)
Washington Redskins Beach Blitz	(2006, Virginia Beach)
Missouri Valley Conference Basketball Tournament	(2006, St Louis)
Amp'd Mobile Supercross	(2006, St Louis)
Super Bowl XL	(2006, Detroit)
Cotton Bowl	(2006, Dallas)
NFL Feasibility Study (San Antonio)	(2005, San Antonio)
MLB All-Star Game	(2005, Detroit)

Resume for Dr. Patrick Rishe

NCAA Men's Final Four	(2005, St Louis)
Dallas Cup	(2005, Dallas)
NCAA Division I Championships (10 Olympic sports)	(2004-05, 10 Separate Locations)
Red River Shootout (Oklahoma v Texas)	(2004, Dallas)
Ryder Cup	(2004, Detroit)
East Coast Surfing Championships	(2004, Virginia Beach)
Ohio State Athletics Department	(2004, Columbus, OH)
NCAA Division I Championships (10 Olympic sports)	(2004, 10 Separate Locations)
Economic Damages for Lars Ostvik	(2004, Salt Lake City)
T-Mobile International Cycling Event	(2003, San Francisco)
AAU Junior Olympics	(2003, Detroit)
Senior National Games	(2003, Virginia Beach)
NCAA Men's South Regional (San Antonio)	(2003, San Antonio)
Ohio State Athletics Department	(2003, Columbus, OH)
St. Louis Cardinals	(2002, St Louis, MO)
Missouri-Illinois Football Game	(2002, St Louis, MO)
Rock 'n' Roll Half Marathon	(2002, St Louis, MO)
NCAA Women's Final Four	(2002, San Antonio, TX)
NCAA Women's Final Four	(2001, St Louis, MO)
AAU Junior Olympics (Norfolk)	(2001, Norfolk, VA)
NCAA Men's Wrestling Championships	(2000, St Louis, MO)

NATIONAL MEDIA ENGAGEMENTS

- Various monthly appearances on national/regional TV and radio discussing current Sports Business Topics;
 - Including appearances on NBC's "Today Show", CBS Evening News and CNBC's "Squawk Box"
 - Other TV appearances have included CNN, FoxBusiness, Bloomberg, dating back to 2011;
 - Radio Appearances include ESPN, Fox Sports, Yahoo Sports;
- Frequently quoted in newspapers regarding current Sports Business topics;
 - Including New York Times, New York Daily News, Los Angeles Times, USA Today, Wall Street Journal, and over 20 Regional Business Journals across the U.S.
- Forbes Sports Money column since 2010 (www.forbes.com/sites/prishe/)

ACADEMIC EXPERIENCE**Washington University in St. Louis, Olin Business School (June 2015 to Present)***Director, Sports Business Program June 2015 to Present**Professor of Practice in Sports Business June 2015 to Present***Webster University, Walker Business School (St Louis, MO...June 1999 to May 2015)***Full Professor of Economics June 2013 to May 2015**Associate Professor of Economics June 2003 to May 2013**Assistant Professor of Economics June 1999 to May 2003***Other Teaching Appointments**

- Loyola Marymount University (Los Angeles, CA) August 2014 - May 2015
 - Visiting Economics Professor (*During Sabbatical from Webster*)
 - Winner of LMU's 2015 Cura Personalis Award (Econ Dept)
- UCLA Summers; 2008-2014
- Pepperdine Summers; 2008, 2011
- Saint Louis University Fall 2010, Fall 2012
- University of Nevada-Reno Summer 2010
- One-Year Visiting Economics Lecturer Appointments
 - University of North Carolina – Charlotte June 1998 - May 1999
 - Indiana University – Southeast July 1997 - May 1998

ACADEMIC PUBLICATIONS

Peer-Reviewed Academic Articles – 2014 through 2016 alone

“A Heterogeneous Analysis of Secondary Market Transactions for College Football Bowl Games.” Sport Marketing Quarterly, June 2016.

- Lead Author; Co-Authored with Dave Sanders (Saint Louis U), Jason Reese (S.F.Austin), and Mike Mondello.

“Secondary Market Behavior during College Football’s Postseason: Evidence from the 2014 Rose Bowl and BCS Championship Game”, International Journal of Sport Finance (November 2015).

- Lead Author; Co-Authored with Brett Boyle (Saint Louis U) and Jason Reese (S.F.Austin)

“How Event Significance, Pent-up Demand, Playoff Oversaturation, and Series-clinching Euphoria Can Impact Secondary Market Behavior in Major League Baseball’s Postseason” (December 2014), Journal of Sport Management and Commercialization, Volume 6.

- Lead Author; Co-Authored with Brett Boyle (Saint Louis U) and Jason Reese (S.F.Austin)

“How Event Significance, Team Quality and School Proximity Impact March Madness Markups” (Fall 2014), Sport Marketing Quarterly, 23(4), 148-160.

- Lead Author; Co-Authored with Mike Mondello (Univ of S Florida) and Brett Boyle (SLU)

"Do Mobile Sporting Events Produce Net Increases in Tourism, Local Hotel Revenues, and Overall Economic Impact? Evidence Using Smith Travel Research Data" (Fall 2014), Mustang Journal of Business and Ethics, Volume 7, 15-30.

- Solo Authorship

“Pricing Insanity at March Madness: Exploring the Causes of Secondary Price Markups at the 2013 Final Four” (June 2014), International Journal of Sport and Society, 4, 2, pp 67-78.

- Solo Authorship

**** Note that 3 of the 6 publications listed above (International Journal of Sport Finance, Sport Marketing Quarterly) are among the top 5 journals within the Sport Management genre.*

Peer-Reviewed Academic Articles Prior to 2014

"Comparative Economic Impact Analyses: Differences Across Cities, Events, and Demographics – A Reply" (co-authored with Mike Mondello), Economic Development Quarterly, May 2006, Vol 20, 196-197.

"Comparative Economic Impact Analyses: Differences Across Cities, Events, and Demographics" (co-authored with Mike Mondello), Economic Development Quarterly, November 2004, Vol 18, 4, pp. 341-352.

"Variable Ticket Pricing in Major League Baseball: A Case Study of the 2002 St. Louis Cardinals" (co-authored with Mike Mondello) International Journal of Sport Management, Fall 2004.

"Customer Preferences and Variable Pricing: A Case Study from Major League Baseball" (co-authored with Mike Mondello), International Journal of Sport Management, Fall 2004.

"Ticket Price Determination in Professional Sports: An Empirical Analysis of the NBA, NFL, NHL, and Major League Baseball" (co-authored with Mike Mondello), Sport Marketing Quarterly, June 2004, Vol 13, 2, pp. 104-112.

"Ticket Price Determination in the National Football League: A Quantitative Approach" (co-authored with Mike Mondello), Sport Marketing Quarterly, June 2003, Vol 12, 2, pp 72-79.

"A Reexamination of Graduation Rate Differentials Across Student-Athletes and Undergraduates", The American Journal of Economics and Sociology, April 2003, Vol 62, 2, pp 407-427.

"Mixed Evidence Regarding the Correlation between Ticket Prices, Fan Costs, and Team Payroll from the National Hockey League", Midwestern Business and Economic Review, Fall 2002.

"Differing Rates of Return to Performance: A Comparison of the PGA and Senior Golf Tours", Journal of Sports Economics, August 2001, Vol 2, 3, pp 285-296.

"Gender Gaps in College Athletics", Social Science Quarterly, December 1999, Vol 80, 4, pp. 702-717.