

JULIE D. LANZILLO, ED.D.

Greater Philadelphia Region

610-716-5446 / linkedin.com/in/jdlanzillo / Twitter: @SportAndOrgProf

SUMMARY

Accomplished professional with a passion for sports and recreation management / marketing / communications with a winning combination of work, life and teaching experience. Consistent track record of building effective business relationships that have resulted in the growth of diverse organizations. Experienced teacher and mentor whose ability to develop and nurture her own learning and development is exceeded only by her ability to cultivate the talent for sports marketing / organizational leadership in others.

EDUCATION

Wilmington University

New Castle, DE

Ed.D. Organizational Leadership & Innovation 2010

- Dissertation Title: "The attitudes of minor league baseball fans and team administrators toward the use of promotions"

Temple University

Philadelphia, PA

M.Ed. Sports & Recreation Administration 2003

- Recipient of Dean's Certificate of Excellence

University of North Carolina

Chapel Hill, NC

B.A. Psychology 1991

TEACHING EXPERIENCE

Neumann University – Aston, PA (August 2014-present)

- Assistant Professor, Sport Management
- Undergraduate & Graduate Sport Management Program Coordinator (July 2015-July 2016)
- B.S. Sport Management / M.S. Sport Business Program Director (July 2016-Present)
- Sport Management Club Advisor
- Oversee student advising for 100-plus active undergraduate and graduate students
- Graduate Internship and Capstone supervisor
- Core Curriculum Committee (2014-2017)
- Learning Outcomes Assessment Committee (2017-Present)
- University Marketing Task Force (2015-2016)
- Member, Graduate Council (July 2015-present)
- Member, Business Advisory Council (August 2014-present)
- Developed curriculum revision for undergraduate Sport Management program (2015-16)
- Developed curriculum revision for graduate Sport Business program (2016-17)
- Coordinated COSMA Accreditation with campus constituencies (2015-2017)

Wilmington University – New Castle, DE (May 2011-Present)

- Dissertation Committee Chair and Member
- Field advisor for doctoral students
- Serve on Organizational Leadership and Business Computers Division advisory boards
- Doctoral program admissions interviewer
- Thorough integration of technology across traditional, online and hybrid teaching formats

Neumann University – Aston, PA (2003-2013)

- Adjunct faculty member in the Division of Business & Information Management
- Taught master's level courses in Sports Management Curriculum (Research Methods)
- Served on Business Advisory Council

Temple University – Philadelphia, PA (2002-2010)

- Adjunct Professor in The School of Tourism & Hospitality Management/Fox School of Business
- Taught undergraduate and graduate courses in Sports & Recreation Marketing and Athletic Governance

Camden County College – Cherry Hill, NJ (2003)

Union County College – Cranford, NJ (2004)

Montgomery County Community College – Blue Bell, PA (2003-2006)

Developed course curriculum for certificate program in Sports Management at various Community Colleges. Taught courses in sports business, management, marketing, event and facility management as well as workshops on how to obtain a college athletic scholarship.

SPORTS BUSINESS INDUSTRY WORK EXPERIENCE

1994 – PRESENT: PRESIDENT & CEO, InfoSport, Inc. (Media, PA)

Founder, owner and president of sports marketing, communication and management company. Responsible for conception and implementation of a multitude of projects, including but not limited to:

INFOSPORT PROFESSIONAL SOCCER COMBINES:

- Conceived, developed and built the largest independent professional soccer scouting combine in the world since 2001.
- Coordinated all event management including the marketing, recruitment of athletes, hiring of staff, sponsorship negotiations and activation, facilities, transportation, equipment, catering, hotels and insurance.
- Actively pursued local media event coverage and facilitated media exposure for clients in their hometowns.
- InfoSport's Pro Soccer Combines, since 2001, have become the pre-eminent global event for aspiring professional soccer players, with hundreds of participants going on to play at the professional level around the world.

MARKETING/COMMUNICATIONS/SOCIALMEDIA:

- Design and maintain web site for InfoSport.
- Write regular blog entries on sports and recreation marketing and sport management higher education topics.
- Communicate and network regularly through numerous social media formats: www.jdlanzillo.com, Twitter (www.twitter.com/SportAndOrgProf), LinkedIn (www.linkedin.com/in/jdlanzillo).

2004 – 2014: DIRECTOR OF PARKS, RECREATION & INFORMATION SERVICES, Worcester Township (Montgomery County, Pennsylvania)

- Oversaw park and recreation department, including all full time and seasonal staff, responsible for all official township electronic communications, development and implementation of policies and procedures for department.
- Responsible for annual budget in excess of \$1 million.
- Orchestrated all township recreational programming demonstrating a consistent increase in participation rates and revenues each year. Recorded a 600% increase in revenue over the last three years and consistently operated within budgetary confines.
- Presided over the scheduling and maintenance of over 200 acres of parkland and open space.
- Successfully wrote grants to support parkland development, capital improvements and renovations.
- Defined and executed a comprehensive social media campaign for the municipality, including web site redesign, database management to segment population and assist in marketing, and interactive presence on Facebook and Twitter.

2007- 2011: PRESIDENT & PARTNER, Winning Ways East, Inc. (Worcester, PA)

- Founding partner, owner and operator of sports marketing and event management company.
- Oversaw the marketing and event operations for basketball leagues, camps and clinics in Eastern Pennsylvania.
- Successfully negotiated strategic partnerships with equipment manufacturers, facility owners, municipalities and other key partners.
- Developed the largest youth summer outdoor basketball league in Montgomery County, PA.

1994-95: NFL DRAFT PLAYER NEGOTIATION CONSULTANT – SA-GE COLLECTIBLES (Lake Elsinore, CA)

- Hired as consultant to oversee the contract negotiations with 50 NFL Draft prospects for trading card rights and autographs.
- Delivered all contracts and autographed memorabilia under budget and within strict time constraints.

1994-95: BRAND MANAGER - THE SCOREBOARD (Cherry Hill, NJ)

- Oversaw all NASCAR trading card product lines/brands.
- Responsible for product creation, budget assignments and adherence, production deadlines and supervised the responsibilities of all departments for final product (design, production, art, operations, editorial, sales, customer service, fulfillment).
- Led field reps in their duties to handle licensing agreements, secure photos, autographs, necessary approvals and other commitments from over 100 NASCAR drivers, owners, agents, managers and support personnel under contract with the company.

1992-93: EXECUTIVE EDITOR - SPECTRUM SPORTS COMMUNICATIONS (St. Petersburg, FL)

- Responsible for daily operations of sports publishing company with 90-year old history.
- Rebranded and redesigned the long-established product line (The Baseball Bluebook) and successfully launched the Football Green Book, Hockey Black Book and Basketball Red Book.
- Created and cultivated markets with NFL, NHL, MLB, MiLB, NCAA and international sports organizations.
- Streamlined production and deadline schedules, editing, layout, advertising solicitation, marketing strategies and implementation, trade show appearances and strategic alliances with complementing organizations.

1991-92: ASSISTANT EDITOR - BASEBALL AMERICA (Durham, NC)

- Secured all photos and responsible for placement and presentation in bimonthly newspaper, and all content of annual publications: The Baseball America Almanac and The Baseball America Directory.

PRESENTATIONS

Lanzillo, J. *Blending Academics and Practitioners: A Dedicated Approach to Sport Industry Relations*. Presented at the Commission on Sport Management Accreditation (COSMA) Annual Conference, Jacksonville, FL (February 2018)

George, J. (Interviewer) & Lanzillo, J. (Interviewee). (2018). *Flying High: Will Super Bowl win boost the value of the Philadelphia Eagles* [Interview transcript]. Retrieved from Philadelphia Business Journal Web site: <https://www.bizjournals.com/philadelphia/news/2018/02/05/flying-high-will-super-bowl-win-boost-the-value-of.html>

Bernardo, R. (Interviewer) & Lanzillo, J. (Interviewee). (2017). *2017's Best Cities for Hockey Fans* [Interview Transcript]. Retrieved from Wallethub Web site: <https://wallethub.com/edu/best-worst-cities-for-hockey-fans/13283/#julie-d-lanzillo>

Burgee, L., Lanzillo, J. & Mezzy, C. (April 2017) *Blending Academics and Practitioners: Utilizing a Business Advisory Council for MS Sport Business Program Redesign*. Alliance for Sport Business (ASB) Conference. Philadelphia, PA.

Burgee, L., Lanzillo, J. & Mezzy, C. (February 2017) *Blending Academics and Practitioners: Utilizing a Business Advisory Council for Curriculum Review and Redesign*. Commission on Sport Management Accreditation (COSMA) Annual Conference. Tampa, FL.

Lanzillo, J. (November 2016) *The Senior Seminar Sport Management Experience*. 2016 NCAA/PERD-SM Annual Conference. Winston-Salem, NC.

Lanzillo, J. (February 2016) *The Senior Seminar Experience: Incorporating Leadership in Sport*

Management Education. Commission on Sport Management Accreditation (COSMA) Annual Conference. Tampa, FL.

Lanzillo, J. & James, J. (February 2016) *Perceived Importance and Value of Sport Management Professional Association Membership by Higher Education Faculty*. Commission on Sport Management Accreditation (COSMA) Annual Conference. Tampa, FL.

Lanzillo, J. (May 11, 2015) *NUSEM 460 Associates/A REAL Senior Seminar Experience*. Neumann University Faculty Development Day. Aston, PA.

Lanzillo, J. (April 29, 2015) *What's Your Story? Storytelling as a Powerful Marketing and Branding Tool*. National Association of Sports Commissions Annual Event Symposium. Milwaukee, WI.

Lanzillo, J. (March 24, 2015) *Successful Relationships with Sports Leagues in Your Parks*. 66th Annual State Conference of the Pennsylvania Recreation & Park Society. Lancaster, PA.

Stewart, M., Lanzillo, J. & Pent, A. (March 8, 2015) *Student Engagement using Social Media in Communication and Sport*. 8th Summit on Communication and Sport, International Association for Communication and Sport (IACS). Charlotte, NC.

Pent, A., Lanzillo, J. & Stewart, M. (February 13, 2015) *Incorporating Social Media in Sport Management Education: Promoting Professional Development, Community-Building and Best Practices*. Commission on Sport Management Accreditation (COSMA) Annual Conference. Philadelphia, PA.

Lanzillo, J. (November, 2014) *Finance in Park and Recreation Agencies*. Neumann University. Aston, PA.

Lanzillo, J. (March, 2014) *Creating a Culturally Responsive Classroom*. Wilmington University. New Castle, DE.

Lanzillo, J. (April, 2009) *Moderator: Administrative Decision-Making in Contemporary Collegiate Athletics*. Temple University. Philadelphia, PA.

Lanzillo, J. (2008) *Planning Instruction for Adult Learners*. Wilmington University. New Castle, DE.

Lanzillo, J. (2003) *How Sport Management Theory Applies to InfoSport, Inc.* California University of PA Sport Management Conference. California, PA.

Lanzillo, J. (2003) *From Startup to Success*. Temple University League for Entrepreneurial Women. Philadelphia, PA.

PUBLICATIONS

Published

Stewart, M. C., & Lanzillo, J. D. (2018). An Interdisciplinary Perspective of Incorporating Social Media into Teaching Practice. *International Journal of Digital Literacy and Digital Competence (IJDLC)*, 9(2), 50-61. doi:10.4018/IJDLC.2018040104

Lanzillo, J. & Stewart, M. (2017). Engaging fans on social media in US minor league soccer: A content analysis of consumer promotion on Facebook, Twitter and Instagram. *Journal of Digital & Social Media Marketing*, 5, 1, 96-109.

Lanzillo, J. D. (2015). Governance and Policy in Sport Organizations, 3rd Edition. *Journal Of Sport Management*, 29(5), 588-589.

Lanzillo, J.D. (2015). Research Methods for Sport Management, *International Journal of Sport Communication*, 8(4), 526-527. doi:10.1123/IJSC.2015-0101

Lanzillo, J. D. (2015). National Association of Sports Commissions. In M. Dodds and J.T. Reese, Jr., General (Eds.), *Sports Leadership: A Concise Reference Guide*. Santa Barbara, CA: Mission Bell Media.

Lanzillo, J. D. (2015). Organizational culture. In M. Dodds and J. T. Reese, Jr., General (Eds.), *Sports Leadership: A Concise Reference Guide*. Santa Barbara, CA: Mission Bell Media.

Lanzillo, J. D. (2015). Research methods in sports leadership. In M. Dodds and J.T. Reese, Jr., General (Eds.), *Sports Leadership: A Concise Reference Guide*. Santa Barbara, CA: Mission Bell Media.

Lanzillo, J.D. (2012, August). [Review of the book *Research Methods for Leisure, Recreation and Tourism*, by E. Sirakaya-Turk, M. Uysal, W. Hammitt & J.J. Vaske (Eds.)] *Sport Management Review*, vol. 15, 3. doi:10.1016/j.smr.2012.02.006

RESEARCH IN PROGRESS

Lanzillo, J. & James, J. Sport Management Professional Network Membership Benefits: Faculty importance and utilization perceptions.

GRADUATE RESEARCH ADVISING

Completed 2018:

Dissertation Committee Member, Debra D. Bromley, *Human Resources Leadership Storytelling and Theater Arts Training*, March 2018, Wilmington University.

Dissertation Chair, Julia Davis, *A Study of K-12 Teachers' Perceptions of Teacher Self-Efficacy in Relation to Instruction of 21st Century Skills*, In Progress, Neumann University. February, 2018, Neumann University

Completed 2017:

Dissertation Committee Member, Abi Bakare, *Developing a Succession Planning Process Model for the City of Philadelphia*, November 2017, Wilmington University.

Dissertation Chair, Jesse Phillips, *Understanding Leadership Development Amongst The Athletic Administration and Student Athletes at a Division II Institution in North East Region of the United States: A Qualitative Case Study Approach*, August 2017, Wilmington University.

Dissertation Committee Member, Tammy Hilliard-Thompson, *Evaluation of the Coatesville Youth Initiative's ServiceCorps*, April 2017, Wilmington University

Completed 2016:

Dissertation Committee Member, Raymond J. Carr, *The Effectiveness of Training on Pre-attack Behaviors of Active Shooters for Non-Law Enforcement Personnel*, October 2016, Wilmington University

Dissertation Committee Member, Allan R. Zaback, *Factors That Influence Motivational Differences Among Public Service Employees*, October 2016, Wilmington University.

Dissertation Chair, George Cooper, *The Growing Population of Students with Autism: The Preparedness of Mid-Atlantic Colleges and Universities*, September 2016, Wilmington University.

Dissertation Committee Member, John R. McCloskey, Jr., *Football: A Case Study Analysis of the Effects on the Campus Climate of Adding Football at NCAA Division III Institutions*, August 2016, Wilmington University.

Dissertation Chair, Suzanne Zigo, *Teachers' Perceptions of Digital Game-Based Learning as a Pertinent Instructional Method*, March 2016, Wilmington University.

Dissertation Committee Member, Kimberly Goode, *Employee Perception of Ethical Behavior of the Leadership within a Nonprofit Organization*, March 2016, Wilmington University.

Dissertation Committee Member, Carlyn Payton, *A Case Study of COLA's Successful Employee Engagement Methods*, April 2016, Wilmington University.

Dissertation Chair, Michael Kaufmann, *Relationships between technology fluency and student perceptions of the blended learning classroom environment*, April 2016, Wilmington University.

Completed 2015:

Dissertation Committee Member, Monica Curry, *A Case Study Analysis of Reframing Organizational Culture through Storytelling*, December 2015, Wilmington University.

Dissertation Chair, Catherine Briggs, *Thriving as a Community College Student: A Repeated Cross Sectional Study on Student Involvement, Academic Performance and Persistence*, September 2015, Wilmington University.

Dissertation Chair, Edward Pallas, *The Relationship between Emotional Intelligence and Leadership Style Among Police Supervisors*, October 2015, Wilmington University.

Dissertation Chair, Montoya Bass, *Coping with Competitive Sports Stressors: An Exploratory Study of Gender Differences among 4-10-Year-Olds in Baseball and Softball*, May 2015, Wilmington University.

Dissertation Committee Member, Neysa R. Smith, *Evaluation of the College Readiness Scholars Institute (CRSI): A High School to College Dual Enrollment Program*, May 2015, Wilmington University

Dissertation Chair, Shavonne Braithwaite, *The Role of Religiosity among Employees of Faith-Based Organizations: A Comparative Analysis*, May 2015, Wilmington University.

Dissertation Committee Member, Michelle Shaivitz, *Prisoner Reentry: Making Ex-prisoners into Citizens: Creating an Inmate Reentry Program in a Local Jail Setting, Implications for Outreach, External Service, and Recidivism; The Impact of Employing a Recidivism Associate on Successful Community Reintegration*, February 2015, Wilmington University.

Completed 2014:

Dissertation Chair, Traci Grier, *Coming Home: Analysis of the Reintegration Experiences of Ex-Offenders*, November 2014, Wilmington University.

Dissertation Chair, Chavon Dottin, *MSW graduate programs: Admissions of students with criminal background and its implications for Field Directors*, November 2014, Wilmington University.

Dissertation Committee Member, Laura Bruno, *Investigating a Community-Wide Physical Activity Program for Females*, July 2014, Wilmington University.

Dissertation Committee Member, Melvinia Harris, *Off-Label Drug Use in Pediatric Patients: The Public's Perspective*, September 2014, Wilmington University.

Dissertation Committee Member, Christina Savich, *An Evaluation of Delaware's Statewide Policy Change to Combat Cyberbullying*, November 2014, Wilmington University.

Dissertation Committee Member, Kayandra Morgan, *Employee Engagement: The Relationship Between Perceived Management Effectiveness and Employee Engagement*, May 2014, Wilmington University

Dissertation Committee Member, Jason L. James, Jr., *The Perceived Importance-Effectiveness Gap of Workplace Learning Professionals' Assessment of Attributes, Skills, and Knowledge*, May 2014, Wilmington University

Dissertation Committee Member, Christine Miles, *The Diffusion of Edcamp: A 21st Century Innovation in Educator Professional Development*, May 2014, Wilmington University

In Progress

Dissertation Chair, Sharon Udy-Janczuk, *Working Title: Changing Communication to Manage Change*, In Progress, Wilmington University.

Dissertation Chair, Carlyn Harry, *Stakeholder's Perception of School Counselor Role in Delaware Public Schools*, In Progress, Wilmington University.

Dissertation Chair, Tina West, *The Underrepresentation of African American Women in leadership Roles within Higher Education Institutions*, In Progress, Wilmington University.

Dissertation Chair, Francine Marz, *Exploring the Career Pathways of Female Mid-Level Community College Administrators in Southeastern Pennsylvania*, In Progress, Wilmington University.

Dissertation Chair, Jennifer Rodgers, *The Relationship Between Athletic Participation and Academic Achievement School, Discipline, and Attendance of Urban Fifth-Grade African American Males*, In Progress, Wilmington University.

RESEARCH SERVICE

Abstract Review, International Association for Communication and Sport (IACS) 11th Annual Summit, (2018)

Manuscript Review, Sport Management Education Journal (July, 2017).

Abstract Review, International Association for Communication and Sport (IACS) 10th Annual Summit (2017).

Conference Host and Planner, Perspectives on Sport and Inspiration (PSI) (October, 2016).

Abstract Review, Committee on Sport Management Accreditation (COSMA) Annual Conference (2016).

Abstract Review, North American Society for Sport Management (NASSM) Annual Conference (2016).

Call for Proposals Committee, Committee on Sport Management Accreditation (COSMA) Annual Conference (2016).

Manuscript Review, International Journal of Sport Communication (September, 2015).

Manuscript Review, International Communication Association Annual Conference, Sports Communication Group (2015).

UNIVERSITY SERVICE

Neumann University – Aston, PA (August 2014-present)

- Program Director (July 2016-present)
- Program Coordinator (July 2015-June 2016)
- Sport Management Club Coordinator
- Oversee student advising for 100-plus active undergraduate and graduate students
- Internship & Graduate Capstone Supervisor
- Core Curriculum Task Force (2014-2017)
- University Marketing Task Force (November 2015-2016)
- Block Schedule Task Force (2014-2015)
- Member, Graduate Council (2015-Present)
- Member, Business Advisory Council
- Member, Institute for Sport, Spirituality & Character Development Advisory Council
- Various Search Committees
- Various Open House Presentations

College of St. Elizabeth – Morristown, NJ (December 2016)

- External Consultant, BS in Sport Management and Marketing, NJ President's Council AIC Program Review

Northampton Community College – Bethlehem, PA (December 2017-Present)

- External Consultant, AA in Sport Management, Program Review and Redesign

COMMUNITY SERVICE

HEDGEROW THEATRE – Rose Valley, PA

Board of Directors, Executive Committee (Secretary), April 2014-April 2017

ACCESS SPORTS EXPERIENCES – Philadelphia, PA

Board of Directors / Auction Promotion Committee, November 2014-present

CAMP RAINBOW – Montgomery County, PA

Board of Directors, March 2016-May 2017

HONORS, AWARDS & AFFILIATIONS

NATIONAL RECREATION & PARK ASSOCIATION (NRPA)

- 2011 graduate of the 2-year NRPA National Director's School program.
- Member, 2008 – present.
- **CERTIFIED PARK & RECREATION PROFESSIONAL**
 - Member of NRPA-sanctioned group, 2010-2014.
- **CERTIFIED PLAYGROUND SAFETY INSPECTOR**
 - Member, 2004-2013

TEMPLE UNIVERSITY DEAN'S CERTIFICATE OF EXCELLENCE

Awarded by the Fox School of Business and the School of Tourism and Hospitality Management to graduate students with a cumulative GPA of 3.75 or higher.

ED SNIDER FOUNDATION SCHOLARSHIP, 2002 RECIPIENT

Presented at Third Annual Temple University Economics of Sports Conference. Awarded by the Fox School of Business and the School of Tourism and Hospitality Management to a graduate student in the Sports & Recreation Administration program who is academically qualified, with outstanding leadership qualities and a demonstrated commitment to the sports/recreation industry and the larger community.

TEMPLE 501 ADMINISTRATION CORPORATION BARRY KRATZ MVP, 2001 RECIPIENT

Voted on by peers and presented annually to the member of the Temple 501 Sports/Recreation Administration Class that possesses the following qualifications: Leadership (formal and informal); Helpful to others; Public Relations; Ability to communicate; Enthusiasm; Inspiration; Charisma; Versatility & Flexibility; Strategic Problem Solver; Positive Attitude; Participation; Group Cohesiveness.

SPORTSNETWORK.COM

Named to Advisory Board of the Division I-AA College Football Awards (Walter Payton Award, Buck Buchanan Award, Eddie Robinson Award), sponsored by The Sports Network.

COMMISSION ON SPORT MANAGEMENT ACCREDITATION (COSMA)

Individual Member, 2014 – present.

NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT (NASSM)

Member, 2002 – present.

INTERNATIONAL ASSOCIATION FOR COMMUNICATION & SPORT (IACS)

Member, 2014 – present.

PENNSYLVANIA RECREATION & PARK SOCIETY (PRPS)

Member, 2004 – 2015.

NATIONAL RECREATION & PARK ASSOCIATION (NRPA)

Member, 2009 – 2015.