

Katie Reifurth

W. P. Carey School of Business, Arizona State University
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Curriculum Vitae

EDUCATION

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|--|-----------------|
| PhD in Sport & Entertainment Management
University of South Carolina, Columbia, SC | May 2019 |
| MS in Kinesiology
University of Texas at Austin | 2013 |
| BA in Psychology
Northwestern University, Evanston, IL | 2012 |

TEACHING EXPERIENCE

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| Clinical Associate Professor, Arizona State University <ul style="list-style-type: none">• Fan Behavior and Sports Marketing – Online and Ground (MKT 421)• Strategic Marketing Management (MKT 302)• Sports Revenue Generation (MKT 441)• Sports Business Strategy & Executive Decision-Making (SLB 515) | 2026-present |
| Clinical Assistant Professor, Arizona State University <ul style="list-style-type: none">• Applied Marketing Management & Leadership (MKT 302)• Marketing Research (MKT 352)• Essentials of Marketing – Online (MKT 390)• Essentials of Selling – Online (MKT 391)• Fan Behavior and Sports Marketing (MKT 421)<ul style="list-style-type: none">○ Worked with industry partners such as Navigate, the Arizona Golf Association, and Sun Devil Athletics on real-world marketing projects for students• Sports Revenue Generation (MKT 441)<ul style="list-style-type: none">○ Worked with industry partners such as the Phoenix Raceway (NASCAR) to allow students to sell live NASCAR inventory and gain real revenue generation experience○ Pitched potential partnerships for a real-world client (DTPHX)• Statistics for Business – Online, Graduate Program (WPC 501)• Fundamentals of Marketing Management, Graduate Program (MKT 501)• Marketing Management – Online and Hybrid, Graduate Program (MKT 502)• Sports Marketing, Graduate Program (SLB 517) | 2021-2026 |
| Instructor, Grand Canyon University <ul style="list-style-type: none">• Sports Retail Sales and Management – Online (MKT 465 TO) | 2021 |

Instructor, North Park University	2021
• Introduction to Sport Management – Online (BSE 2810)	
Instructor, Carthage College	2021
• Sales – Online (MGT 5270) ◦ Trained grad students in basic ticket sales strategies, role plays, and prospecting.	
Assistant Professor, Aurora University	2019-2020
• Sports in Society (PED 2210) • Coaching Principles and Techniques (PED 2300) • Sports Statistics (PED 2340) ◦ Consulted with my industry connections at the Chicago Bulls and STATS to create the projects and content for this new course. • Sport Management (PED 3040) • Sport Sales (PED 3810) ◦ Continued to utilize my working relationship with the Chicago Bulls to improve on the final sales project for this class. • Facilities and Special Events (PED 4370)	
Adjunct Instructor, Northern Illinois University	2017-2019
• Perspectives in US Sport – Online and Traditional (LESM 152) • Sport: Culture and Society (KNPE 111) • Sport Facilities & Event Management, Graduate Program (LESM 360; LESM 560) • Sport Ticket Sales, Graduate Program (LESM 551) ◦ Built a relationship with the Chicago Bulls that allowed me to create a final project involving experience selling Chicago Bulls live inventory.	
Instructor, University of South Carolina	2016-2018
• Sport & Entertainment in American Life – Online (SPTE 110-J10) • Sport & Entertainment in Popular Culture – Online (SPTE 410-J10) • Sales in Sport & Entertainment Business – Sponsorship Sales (SPTE 450-001) • Sales in Sport & Entertainment Business – Ticket Sales (SPTE 450-002) ◦ Instructor on record for one section (15 students) of Ticket Sales ◦ Built a relationship with the Columbia Fireflies baseball team (Single A New York Mets affiliate) that allowed students to gain invaluable sales calling experience as student ticket sales representatives	
Guest Lecturer	
• North Dakota State University Sport Management Research Topic: Studying Gen Z	November 2019
• Northern Illinois University Jobs PLUS Topic: Sales-Focused Communication Skills	October 2018
• East Tennessee State University Introduction to Sport Management Topic: Sport Sales Sport Marketing	October 2016

- Topic: SWOT Analysis
 • **University of South Carolina** **October 2016**
 Survey of Developmental Psychology
 Topic: Child Attachment—A Sport Perspective
- **University of South Carolina** **May 2016**
 Sport & Entertainment in American Life
 Topic: Youth Sport

Teaching Assistant, University of South Carolina **2015-2016**

- Sport & Entertainment in American Life (SPTE 110)

Teaching Assistant, University of Texas at Austin **2012-2013**

- Sociocultural Aspects of Sport and Physical Activity (KIN 350)
- Revenue and Budgeting in Sport (KIN 356)

AWARDS

- Career Faculty Association Outstanding Teaching Nominee **2026**
- W. P. Carey 'Entrepreneurial Approach to Learning' Teaching Innovation Award Finalist **2026**

SERVICE

External Service

- North American Society of Sport Management (NASSM) Governing Board **2024-2026**
- NASSM abstract reviewer **2018-present**
- NASSM Conference moderator **2018-present**

Internal Committee Involvement

- Department of Marketing Search Committees **2023-present**
 - Fall 2023 Digital Marketing Clinical Search
 - Fall 2023 Sport Business Clinical Search
 - Fall 2024 Digital Marketing Clinical Search

Innovation

- Created the inaugural Southwest Sports Business Combine **2023**
 - Hosted by Phoenix Suns, run by W.P. Carey
 - 8 schools competed in Ticket Sales and Corporate Partnerships divisions
 - ASU students trained by me won both divisions
 - Enhanced ASU Sports Business' reputation in the Sport Management industry
- Sun Devil Athletics partnership with MKT 421 class project **2025-present**
 - Partner with various Olympic sports to market upcoming sporting events
 - Students work in teams to plan and implement marketing campaigns for a Division 1 program
 - Students learn how to analyze data, adjust campaign goals, and improve on marketing practices to see real-world results

Academic Advising

- Barrett Honors College Thesis Advisor **2022-present**
 - One completed in Spring 2023

- Two students completing in Spring 2024

Competition Advising

- National Collegiate Sport Sales Championship (NCSSC) **2021-present**
 - Trained 2 ticket sales students for the virtual qualifying round held in November 2021
 - These students ended up placing 1st and 5th at the Championship in February 2022 (Detra Montoya advised)
 - Trained 2 ticket sales students and 2 corporate partnerships students for the virtual qualifying round held in November 2022
 - 1 student ended up placing 2nd at the Championships in Corporate Partnership in February 2023
 - Trained 3 ticket sales students and 2 corporate partnerships students for the virtual qualifying round held in November 2023
 - These students ended up placing 2nd and 8th and placed 1st as a team at the Championship in Ticket Sales in February 2024
 - Trained 4 ticket sales students and 3 corporate partnerships students for the virtual qualifying round held in November 2024
 - 4 students went to the Championship in February 2025
 - Trained 2 ticket sales students, 2 corporate partnerships students, and 2 general sales students for the in-person Championship held in February 2026
 - The students ended up placing 8th in Ticket Sales, 1st (and 3rd and 7th) in Pillar Power, and 6th overall as a school at the Championship
- Southwest Sports Business Combine (SSBC) **2023**
 - Trained 2 ticket sales students and 2 corporate partnerships students
 - ASU students placed 1st in Ticket Sales and 1st in Corporate Partnerships
- Sport Marketing Association (SMA) **2021, 2023**
 - Trained a team of 4 undergraduate students in preparation for their marketing presentation at the SMA Conference in Tampa, FL

RESEARCH

Peer-Reviewed Publications

- Asada, A., & Reifurth, K. R. N. (2023). Team Representation: Scale Development and Validation. *Journal of Sport Management*, 37(4), 272-289.
- Mansfield, A., Reifurth, K. R. N., Delia, E., & Katz, M. (2023). How changes in team performance impact team identity. *Sport Marketing Quarterly*, 32(4), 332-342.
- Mastromartino, B., Naraine, M., Wear, H., & Reifurth, K. R. N. (2022). Letting the dogs out: The impact of service dogs on brand image, perceived altruism, and behavioral intention. *Sport Marketing Quarterly*, 31(4).
- Slavich, M. Hungenberg, E., Williams, D., Martin, T., & Reifurth, K. R. N. (2022). Going back to the ballgame: Memories of previous baseball experiences. *Managing Sport and Leisure*, 27(4), 397-415.
- Reifurth, K. R. N., Wear, H., & Heere, B. (2020). Creating fans from scratch: A qualitative analysis of child consumer perceptions of a new sport team. *Sport Management Review*, 23(3), 428-442.
- Reifurth, K. R. N., Bernthal, M., Ballouli, K., & Collins, D. (2019). Nonlocal

fandom: How geographic proximity, geographic identity, and competing teams relate to team identification. *Sport Marketing Quarterly*, 28, 195-208.

- **Reifurth, K. R. N.**, Evans, K. M., James, J. D., & Ko, Y. J. (2019). The rivalry effect: Exploring the potential for rivalry to foster (lapsed) donor giving. *Journal of Applied Sport Management*, 11(4), 1-14.
- **Reifurth, K. R. N.**, Bernthal, M., & Heere, B. (2018). Children's game-day experiences and effects of community groups. *Sport Business and Management: An International Journal*, 8(3), 257-275.
- Katz, M., Heere, B., & **Reifurth, K. R. N.** (2018). The loud crowd: Using vocal responses to understand the emotional experiences of spectators. *Journal of Applied Sport Management*, 10(2), 36-48.

Under Review

- **Reifurth, K. R. N.** & Asada, A. College sport representation: An examination of how representation of various communities change based on sport and geography. *Journal of Sport Management*.
- Asada, A. & **Reifurth, K. R. N.** Team representation: Antecedents and consequences. *European Sport Management Quarterly*.
- **Reifurth, K. R. N.**, Heere, B. Child sport fan behavior: An examination of the effects of socialization, branding, and alternatives on children's psychological connections to sport teams. *Sports, Business, Management*.

Non-Refereed Publications

- **Reifurth, K. R. N.** (2017). Youth Sport: Balancing Performance, Participation, and personal development. *PAADS Athlete Development Research Digest*, 2(14), 16-17.

Current Projects (Works in Progress)

- **Reifurth, K. R. N.**, Baker, T., & Heere, B. Cultural differences in athlete branding.
- Blake, C., O'Reilly, N., **Reifurth, K. R. N.**, Burton, R., & Erick, T. NIL knowledge and comfort level differences between Power 5 student athletes and non-Power 5 student athletes with consideration for revenue generation levels of their sports.
- **Reifurth, K. R. N.** & Evans, K. Assessing transgender athlete participation in sports from the perspective of cisgender athletes (allies and not).

CONFERENCE PRESENTATIONS

Oral Presentations

- **Reifurth, K. R. N.**, & Asada, A. (2025) College sport community representation: A test of the team representation scale on college athletic community representation. North American Society of Sport Management Conference. San Diego, CA.
- **Reifurth, K. R. N.**, & Heere, B. (2025). Are children loyal to teams or players? Experimentation with a child fan's ability to exhibit loyalty in the face of alternatives. North American Society of Sport Management Conference. San Diego, CA.
- **Reifurth, K. R. N.**, & Evans, K. (2025). Priorities and framing of the transgender athlete participation debate. Global Sports Business Association Conference. Nassau, Bahamas.

- **Reifurth, K. R. N.,** O'Reilly, N., Burton, R., Burke, C., & Erick, T. (2025). NIL influence on collegiate athletics: Comparing mid-major athletes to power conference athletes. American Marketing Association Winter Conference. Phoenix, AZ.
- Asada, A., & **Reifurth, K. R. N.** (2024). Testing a structural model of team representation: A mixed methods approach. Asian Association for Sport Management Conference. Jeju Island, Republic of Korea.
- Asada, A., & **Reifurth, K. R. N.** (2023). Team representation: A reflective-formative approach. North American Society of Sport Management Conference. Montreal, Canada.
- Mastromartino, B., Wear, H., Naraine, M., & **Reifurth, K. R. N.** (2021) The impact of team service dogs on brand image, perceived altruism, and behavioral intention. North American Society of Sport Management Conference. Virtual.
- Asada, A., & **Reifurth, K. R. N.** (2020). Team representation: Dimensions, antecedents, and consequences. Sport Management Association of Australia and New Zealand Conference. Virtual.
- **Reifurth, K. R. N.,** & Asada, A. (2020). Conceptualizing team representation: Understanding the various ways sport teams represent their communities. European Association for Sport Management Conference. Virtual.
- Collins, D., & **Reifurth, K. R. N.** (2020). Where in the world are the minor league fans? Effects of proximity and competition on minor league fandom. North American Society of Sport Management Conference. Virtual.
- Collins, D., & **Reifurth, K. R. N.** (2019). An ethnographic look into variations between team and sport identity in a baseball context. Sport Entertainment & Venues of Tomorrow Conference. Columbia, SC.
- **Reifurth, K. R. N.,** Mansfield, A., Delia, E., & Katz, M. (2019). We're good now! How newfound on-field success impacts fan identity. Sport Marketing Association Conference. Chicago, IL.
- Reid, C. E., & **Reifurth, K. R. N.** (2019). Assessing the effects of Major League Soccer official supporter's group membership on child spectator team identification. North American Society for Sport Management Conference, New Orleans, LA.
- **Reifurth, K. R. N.,** & Kota, R. (2018). The Psychological Continuum Model and the role of fan identification. Sport Marketing Association Conference. Frisco, TX.
- **Reifurth, K. R. N.,** Bernthal, M. J., & Heere, B. (2018). Child game-day socialization: The importance of community to emotional involvement on game day. North American Society for Sport Management Conference. Halifax, NS, Canada.
- **Reifurth, K. R. N.** & Heere, B. (2018). The state of child fan research: An examination of the current literature and directions for the future. Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
- **Reifurth, K. R. N.,** Wear, H., & Heere, B. (2017). Fans for life: A qualitative analysis of child consumer perceptions of a new sport brand. North American Society for Sport Management Conference. Denver, CO.
- **Reifurth, K. R. N.,** & Smith, K. (2017). Symposium for students who can't write good and who want to learn how to write other stuff good too: Understanding the fundamentals of writing for different academic endeavors. North American Society for Sport Management Conference. Denver, CO.
- **Reifurth, K. R. N.,** Evans, K., Hague, J., Dolintine, E., Ko, Y. J., James, J. D., Martinez, M., Yan, M., & Lee, J. S. (2017). The rivalry effect: Potential for rivalry to foster (lapsed) donor giving. Southern Sport Management Doctoral Research Symposium. Gainesville, FL.

- **Reifurth, K. R. N., & Bernthal, M. (2016).** Nonlocal fandom: How geographic proximity, geographic identity, and competing teams relate to team identification. Sport Marketing Association Conference. Indianapolis, IN.
- **Reifurth, K. R. N. (2016).** Child sport consumers. Southern Sport Management Doctoral Symposium. Tallahassee, FL.

Poster Presentations

- **Reifurth, K. R. N., & Grieshaber, K. E. (2026).** Creating personal industry partnerships to improve experiential learning. North American Society for Sport Management Conference. San Juan, Puerto Rico.
- **Statz, K., Reifurth, K. R. N., & McIntosh, D. (2025).** Data quality in sport marketing research. Sport Marketing Association Conference. Glendale, AZ.
- **Reifurth, K. R. N. (2023).** Assessing transgender athlete participation in sports from the perspective of cisgendered athletes (allies and not). Global Sport Business Association Conference. Key West, FL.
- **Reifurth, K. R. N., & Heere, B. (2019).** Player identification's effects on child fans' abilities to identify with sport teams. Global Sport Business Association Conference. Cozumel, Mexico.
- **Reifurth, K. R. N., & Heere, B. (2018).** Testing child fans' abilities to exhibit loyalty: Experimentation using choice alternatives. Sport Marketing Association Conference. Frisco, TX.
- **Evans, K., Reifurth, K. R. N., & Brown, M. T. (2018).** How perceived sponsor fit is determined by various consumer groups, and how poor fit affects behavioral intentions of consumers. Global Sport Business Association Conference. Cozumel, Mexico.
- **Reifurth, K. R. N., Ballouli, K., & Heere, B. (2017).** The fathering effect: The effects of physical and perceived father involvement on children's long-term team identification. Sport Marketing Association Conference. Boston, MA.
- **Reifurth, K. R. N. (2017).** Fatherless fans: How father involvement and the breakdown of the traditional family unit affect long-term team identification. Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
- **Reifurth, K. R. N., Bernthal, M., & Heere, B. (2016).** A grounded theory approach to understanding how children connect to professional sports teams on game day. Sport Entertainment & Venues Tomorrow Conference. Columbia, SC.
- **Koesters, T.C., Bernthal, M., & Reifurth, K. R. N. (2016).** Motivations and fan engagement related to spectatorship of short track motor racing. Sport Entertainment & Venues Tomorrow Conference. Columbia, SC.

GRANTS

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| Summer Research Grant, University of North Texas | 2025 |
| <ul style="list-style-type: none"> • "The same athlete, but different: Considering cultural differences in consumer perceptions of athlete brands". \$5,000. Funded. | |
| Global Sport Business Association Conference Student Research Grant Competition | 2019 |
| <ul style="list-style-type: none"> • "Player identification's effects on child fans' abilities to identify with sport teams". \$500. Funded. | |
| Graduate Student Association Grant, University of South Carolina | 2018 |
| <ul style="list-style-type: none"> • Travel, per diem, registration, and housing at the annual North American Society for Sport Management Conference. \$2,475. Funded. | |

- Global Sport Business Association Conference Research Grant Competition **2018**
- “How Perceived Sponsor Fit is Determined by Various Consumer Groups, and How Poor Fit Affects Behavioral Intentions of Consumers.” \$500. **Funded.**
- Research Funding, Florida State University **2018**
- “The Rivalry Effect: Exploring the Potential for Rivalry to Foster (Lapsed) Donor Giving.” \$1,157. **Funded.**
- Graduate Student Association Grant, University of South Carolina **2017**
- Travel, per diem, registration, and housing at the annual North American Society for Sport Management Conference. \$4,095. **Funded.**
- The Graduate School Travel Grant, University of South Carolina **2017**
- Travel for two presentations at the annual North American Society for Sport Management Conference. \$500. **Funded.**
- NASSM Doctoral Research Grant **2016**
- “Fans for Life: A Qualitative Analysis of Child Consumer Perceptions of a New Sport Brand.” \$1,200. **Not Funded.**
- College of Hospitality, Retail & Sport Management Travel Grant, University of South Carolina **2016**
- Travel for one presentation at the annual Sport Marketing Association Conference. \$500. **Funded.**

PROFESSIONAL ASSOCIATIONS

Member of American Marketing Association (AMA)

Member of North American Society of Sport Management (NASSM)

Member of Global Sport Business Association (GSBA)

PROFESSIONAL EXPERIENCE

First Investors Corporation, San Antonio, TX **2014-2015**

- Actively prospected for new business
 - Amassed over \$1.1M in Assets Under Management in less than 1.5 years
- Researched returns, fees, and future outlooks on client accounts
- Developed strong calling skills, setting at least 10 in-person appointments each week through cold calling and warm leads

Lodestone Social Media, Austin, Texas **2013-2014**

- Pitched, created, and executed social media contests for clients such as Texas A&M Athletics, Ole Miss Athletics, Towson Athletics, and Zaxby's Chicken
- Developed email marketing campaigns sent to varying market segments via MailChimp
- Created monthly analytics reports summarizing growth of client's social media reach through Facebook, Twitter, Instagram, Foursquare, and Youtube

Spurs Sports & Entertainment, San Antonio, TX **2012-2013**

- Performed market research on AHL hockey season ticket holders
- Oversaw selection of participants for in-game entertainment
- Ensured all season ticket holders' questions and issues were addressed promptly to allow for increased game-day enjoyment and maintained loyalty