

Cheri Bradish

Associate Professor and Director, Future of Sport Lab at Ted Rogers School of Management

Toronto, ON, CA

Cheri Bradish is an expert in Olympic marketing, Sport and social impact, Sport innovation, Sport marketing, and Women.

Biography

Dr. Cheri L. Bradish was the Loretta Rogers Research Chair in Sport Marketing with the Ted Rogers School of Management from 2013-2018. She is currently Director of the Future of Sport Lab and Chair of Marketing Management. She comes to Ryerson after sixteen years at Brock University where she was the first faculty hire and founder of their successful Bachelor of Sport Management (BSM) degree. At Brock, she served in a number of leadership roles during her tenure, including in the Chair capacity. A sport marketing expert, her area of scholarship interest is with regards to sport business strategy and trends including innovation and entrepreneurship, sport and social impact, and women in sport leadership. Among a number of conference proceedings and publications, her research has appeared in leading journals including: the Journal of Sport Management, the International Journal of Sport Management and Marketing, the Sport Management Review and the Sport Marketing Quarterly. Cheri also has significant experience in the sport industry, including work with the Florida Sports Foundation, Nike Canada Inc., Florida State University Department of Athletics (NCAA), Vancouver Grizzlies (NBA), and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games (VANOC). She has been widely acknowledged for her teaching, receiving the 2013 Brock University Faculty Award for Excellence in Teaching; and in 2011 was chosen as the Canadian Olympic Committee's representative to attend the International Olympic Academy (IOA) Session for Educators of Higher Institutes of Physical Education in Ancient Olympia, Greece. In 2017, she received a Research Recognition Award from the Ted Rogers School of Management. She is a member of the Canadian Association for the Advancement of Women and Girls in Sport (CAAWS) Board of Directors, as well as a former varsity athlete (volleyball) at the University of Guelph (Ryerson University Communications, 2016).

Areas of Expertise

Women, Sport, and Leadership, Sport Innovation, Olympic Marketing, Sport and Social Impact, Sport Marketing

Education

Florida State University

Ph.D.

Florida State University

M.Sc.

University of Guelph

B.A.

Accomplishments

Faculty Award for Excellence in Teaching
Brock University

Research Recognition Award
Ted Rogers School of Management

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