

John Meindl

Lecturer of Sport Management at Farmingdale State College

Farmingdale, NY, US

John Meindl is Lecturer of Sport Management at Farmingdale State College, and founder and CEO of SPORTSBRANDEDMEDIA, INC.

Biography

John Meindl is a Sport Marketing thought leader with 14 years of teaching experience in higher education. Mr. Meindl recently founded The Institute of Sports Business, designed to bridge the gap between high school and college for those interested in studying sports business.... to learn firsthand from Sport Management Professors and Industry Practitioners, about the realities of studying and working in sport business.

He is founder and president of SPORTSBRANDEDMEDIA, INC. With expertise across all sport disciplines and media platforms, Mr. Meindl is a visionary and industry pioneer, creating ideas and solutions to meet the challenges of today's changing sports landscape.

As a Sport Marketing Consultant, Mr. Meindl has worked with countless sport properties and brands, from start-ups to Formula 1 race teams, providing strategic and tactical expertise for those seeking to connect with the sports consumer.

With more than 20 years in sports business, he is a published writer and speaker in the areas of sport marketing and sport production. A thought leader, with a knack for telling it straight, John is often called upon to provide expert commentary in the media.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Sport - Professional, Advertising/Marketing, Sport - Amateur, Management Consulting, Media Production

Areas of Expertise

Sports Marketing, Sports Event Marketing, Sports in TV & Film, Sports Media, Sports Management, Using Sport to Include the Excluded, Sports Marketing Research, Fandom and Fan Motivators, Professionalization of Youth Sport, Olympic Games

Affiliations

Street Soccer USA Board Member, North American Society for Sport Management, COSMA - The Commission on Sport Management Accreditation

Sample Talks

Studying Sports Business in College

Get the facts - First

Careers in Sports

Learn from a 24 year industry veteran about the different segments of the industry, where the opportunities are and what you need to do to get them.

My Career in Sports Marketing and TV & Film

Learn about the different companies and concepts I created, the scope of work etc....

Event Appearances

Careers in Sports Panel

The Catholic University of America

Careers in Marketing

Careers in Marketing

The Sports Series

The Sports Series

Launching the Path to Your Career

Marketing & Advertising Panel

2009 Sports Law Symposium

2009 Sports Law Symposium

Careers in Sports Marketing / Production

Careers in Sports Marketing / Production

Dean's Distinguished Speakers Series

Dean's Distinguished Speakers Series

Sports Entrepreneurship

Future Friar Executives

Turning Ideas Into Opportunities - Reinventing Yourself and Your Business

The Caucus for Producers, Writers & Directors

Education

The Catholic University of America

BA Political Science

Adelphi University
MA Sports Management

United States Sports Academy
Ph.D. Sports Marketing

Accomplishments

Curricula Development

Professor Meindl developed the curricula and program for a new sport business management program at NY area University.

Teaching Material

Professor Meindl's teaching, quotes and podcasts are included in the course curricula of several high schools and colleges.

Testimonials

Alia Ishak

Professor Meindl is one of the greatest professors at Hofstra University. He is a professor who genuinely cares about his students, not only as a professor, but as a person. He strives for his students to learn and understand the concepts that he's teaching. His teaching tactics are very well structured and implemented in that he makes the learning environment stress-free and enjoyable. Professor Meindl is not only a wonderful professor, but also a wonderful person.

Lauren E. Katz

As a professor at Hofstra University, John took the time to learn about his students and help them establish a well-rounded perception of the business of sports and sports marketing. (which, in my particular classroom, was no easy feat) I looked to John for incredibly useful insight on beginning a career in sports communications, and his advice has been invaluable to my endeavors since.

Neil A. Malvone

John challenged the students from the first day of class to think outside of the box when applying the principles of sports marketing. He asked the class to consider the important marketing issues of the day to find real life applications to the course material. John's experience as President and founder of SportsBranded Media helped his marketing class see first hand that marketing theory leads directly to practical results in the sports marketing arena.

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