

# **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.

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## **Description**

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.

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## **Availability**

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

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## **Industry Expertise**

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

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## **Topics**

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

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## **Affiliations**

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

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## **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....

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## **Past Talks**

### **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

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## **Education**

The Catholic University of America

BA Political Science

**Adelphi University**  
MA Sports Management

**United States Sports Academy**  
Ph.D. Sports Marketing

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## **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.

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## **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 heâ€™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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