

# Chad Goebert

30 Laurel Canyon Village  
Canton, GA 30114

(336) 953-2513  
cgoebert@kennesaw.edu

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## Education

### **Virginia Commonwealth University**

Ph.D. in Education

Concentration: Sport Leadership

Advisor: Brendan Dwyer, Ph.D.

Dissertation: Consumer Perceptions of Augmented Reality in Sport Broadcasting

**Richmond, Virginia**

2021

### **Barry University**

M.S. Sport Management

**Miami Shores, Florida**

2010

### **Clearwater Christian College**

B.S. Psychology

**Clearwater, Florida**

2005

## Academic Experience

### **Kennesaw State University**

**2021**

#### *Instructor:*

SM 2400- Sports Information and Media (Fall 2021)

SM 3700- International Sports Governance (Fall 2021)

### **Virginia Commonwealth University**

#### **Center for Sport Leadership**

**2017-2021**

#### *Instructor:*

SPTL 625- Team Dynamics in Sport (Spring 2021)

SPTL 635- Leadership Models in Sport (Spring 2021)

SPTL 691- Leadership in Crisis Situations (Fall 2020)

SPTL 634-Foundations of Coaching (Fall 2020)

SPTL 635-Sport Leadership (Spring 2019)

SPTL 610-Sport and Entertainment Event Development (Spring 2019)

- Created lesson plans and activities
- Classes conducted in distance learning program
- Graded class papers and assignments
- Provided feedback on assignments and projects
- Directed and advised students on semester long event development project
- Class focused on the management of facilities and events
- Provided feedback on assignments and projects
- Met individually with students to discuss performance

#### *Teaching Assistant Courses:*

SPTL 633 Sport Marketing (Spring 2020)

SPTL 608-Sport and Entertainment Event Development (Fall 2019)

SPTL 691-Sport Sponsorship (Summer 2019)

SPTL 635-Sport Leadership (Fall 2018)

SPTL 603-Sport Research (Spring 2018)

SPTL 632-Sport Business (Fall 2017)

- Taught lectures as needed
- Graded class papers and assignments
- Provided feedback on assignments and projects
- Assisted with class research projects
- Led case study discussion
- Graded case study papers and presentations
- Graded qualifying exams
- Led current event discussions

#### Invited Lectures:

Sport Marketing, University of New Hampshire (Spring, 2021)

- Invited to speak about augmented reality technology & sport marketing.

Sport Marketing, University of New Mexico (Fall, 2020)

- Invited to speak about augmented reality technology & sport marketing.

Sport Media, Virginia Commonwealth University (Spring, 2019)

- Invited to speak about augmented reality technology & its impact on sport.

Sport Marketing, Radford University (Fall, 2018)

- Invited to speak about augmented reality technology & sport marketing.

Sport Media, Virginia Commonwealth University (Fall, 2018)

- Invited to speak about augmented reality technology & its impact on sport.

NCAA Collegiate Coaching, Virginia Commonwealth University (Spring, 2018)

- Invited to speak about recruiting and creating a recruiting blueprint.

#### **Center for Sport Leadership, *Graduate Research Assistant***

Assisted Dr. Gregory Greenhalgh, Dr. Brendan Dwyer, and Dr. Carrie LeCrom with academic research activities. Responsibilities included:

- Collecting and analyzing data
- Preparing materials for submission to academic journals
- Preparing materials for submission to IRB
- Developing interview questions
- Maintaining accurate records of data and sources
- Summarizing findings
- Creating images for use in survey
- Submitting articles to academic journals
- Attending project meetings
- Attending and presenting at national conferences

## Industry Experience

### **Cambridge Christian School**

**2011-2016**

#### **Athletic Director & Administrative Team**

- FHSAA Academic Team Champion (#1 ranked academic/athletic program in the state).
- Directed renovations, upgrades, development, and expansion of athletic facilities.
- Eighteen state-ranked teams and Top 10 ranked athletic program in Florida.
- Hosted and managed large-scale FHSAA state series championships.
- Managed social media accounts resulting in increased media and community engagement.

- Instituted Cambridge Christian Sports Network. Athletic webcasts that were recognized as “Elite” by the NFHS for being one of the Top 35 HS athletic webcast programs in the nation.
- Utilized technology to enhance programs including implementing virtual reality for football player development.

**Tampa Bay Christian Academy** **2007-2011**  
**Athletic Director & Administrative Team**

- Initiated a continuing education, leadership and mentorship program for coaches and staff
- Oversee the setup and administration of sporting events, and crowd control.
- Bolstered community outreach and service programs within the surrounding community.
- Administered the athletic budget and handled revenue generation for the department.

**University of Tampa** **2009**  
**Athletic Department Externship**

- Supported athletic director Larry Marfise at an NCAA Division II school in the development of a comprehensive student athlete handbook to streamline and communicate policies and procedures.

**Carmel-Clay Schools** **2005-2006**  
**Teacher/Coach**

- Supervised and taught Special Education classes
- Coached Basketball

**Tampa Bay Times/ USF BullsEye** **2002-2007**  
**Freelance Sports Journalist**

- Produced content for the #1 distributed newspaper in the state of Florida
- Covered and wrote articles on variety of sporting events

## Professional Publications

### *Peer-Reviewed*

Dwyer, B., Larkin, B., & **Goebert, C.** (2021). Fantasy sports participation and the (de) humanization of professional athletes. *Sport in Society*, 1-19.

**Goebert, C.** (2020). Augmented Reality in Sport Marketing: Uses and Directions. *Sports Innovation Journal*, 1, 134-151.

**Goebert, C.** & Greenhalgh, G.P. (2020). A new reality: The potential impact of augmented reality on sport marketing. *Computers in Human Behavior*, 106.

Larkin, B., Dwyer, B., & **Goebert, C.** (2020). Man or machine: Fantasy football and dehumanization of professional athletes. *Journal of Sport Management*.

LeCrom, C., Dwyer, B., Greenhalgh, G., **Goebert, C.**, & Gellock, J., (2020). "Comparing Elements of Study Abroad Among Sport Management Students". *Sport Management Education Journal*. Advance online publication. 10.1123/smej.2019-0043.

Dwyer, B., Larkin, B., & **Goebert, C.** (2019). Measuring fantasy team and favorite team interactivity through implicit association. *Communication & Sport*, 7, 811-838.

Traugutt, A., Greenhalgh, G. P., **Goebert, C.**, & Havard, C. T. (In review). Consumption determinants in the National Hockey League: The influence of violence in the United States and Canada. *International Journal of Sport Management and Marketing*.

Duguay, A., Shipherd, A., LeCrom, C., & **Goebert, C.** (In review). Consumption determinants in the Leveling up Sport Management education: An instructor's experience of gamification in the classroom. *Sport Management Education Journal*.

#### *Book Chapter*

Greenhalgh, G. & **Goebert, C.** (2019). esports Sponsorship. In M. Harrolle & J. Wells. (Eds.), *The Business of esports: The wild west on fire*. Tampa, FL: MGH Research.

#### *Invited*

**Goebert, C.** (2016, January). Practical Ways to Promote Your Athletic Program. *High School Today*, 38-40.

**Goebert, C.** (2016, May). Practical Ways to Promote Your Athletic Program. *High School Today*, 42-43.

## Professional Presentations

#### *Refereed*

**Goebert, C.**, & Greenhalgh, G. P. (2021). *Augmented Reality in Sport Broadcasting*. 2021 International Association of Communication and Sport Annual Conference (IACS), St. Petersburg, FL (Virtual).

Duguay, A., Shipherd, A., LeCrom, C., & **Goebert, C.** (2021). From the Ground Up: Redesigning a Synchronous Online Sport Psychology Course to Reflect Gameful Learning. 2021 North American Society for Sport Management Annual Conference (NASSM), Virtual.

Greenhalgh, G., LeCrom, C.W., Dwyer, B., & **Goebert, C.** (2020, November). *Creating Constraint Personas to Differentiate Road Race Participants*. 2020 Sport Management Association of Australia & New Zealand (SMAANZ), Virtual.

**Goebert, C.**, & Greenhalgh, G. P. (2019, November). *A New Reality: Augmented Reality Enhanced Sport Marketing*. 2019 Sport Marketing Association Annual Conference (SMA), Chicago, IL.

Dwyer, B., Larkin, B., & **Goebert, C.** (2019, November). *The dehumanization of professional athletes: A multi-context examination*. 2019 Sport Marketing Association Annual Conference (SMA), Chicago, IL.

Greenhalgh, G., LeCrom, C.W., & **Goebert, C.** (2019, May). *Creating Personas to Differentiate Road Race Participants*. 2019 North American Society for Sport Management Annual Conference (NASSM), New Orleans, LA.

Greenhalgh, G., Dwyer, B., LeCrom, C.W., Gellock, J.L., & **Goebert, C.** (2018, November). *Running Past Segmentation: The Creation of Road Race Participant Personas*. Sport Entertainment & Venues Tomorrow, Columbia, SC.

**Goebert, C., & Greenhalgh, G. P.** (2018, October). *Augmented Reality in Sport Marketing: Ready or Not?* Poster presented at the 2018 Sport Marketing Association Annual Conference (SMA), Frisco, TX.

Dwyer, B., Larkin, B., & **Goebert, C.** (2018, October). *Measuring Sport Fan Attitudes through the Implicit Association Test.* 2018 Sport Marketing Association Annual Conference (SMA), Frisco, TX.

Dwyer, B., Larkin, B., & **Goebert, C.** (2018, June). *Man or machine: Fantasy football and dehumanization of professional athletes.* 2018 North American Society for Sport Management Annual Conference (NASSM), Halifax, NS.

Hicks, L., Tamulevicius, N., & **Goebert, C.** (2010, October). *Burnout Among Young Athletes: Sport Specialization versus Sport Diversification.* 61<sup>st</sup> Annual Conference of the Florida Alliance of Health, Physical Education, Recreation, Dance and Sport, Orlando, Florida.

#### *Invited*

**Goebert, C.** (2021, May). International Research Panelist. *Sport Business & Technology: Research and Applications.* Swinburne University of Technology Sport Research Series, Melbourne, Australia.

**Goebert, C.** (2017, May). *Building your personal and program brand through social media.* 39<sup>th</sup> Florida Interscholastic Athletic Administrators Annual Conference (FIAAA), Orlando, Florida.

**Goebert, C.** (2016, August). *Strengthening the program and building an athletic program brand.* Carrollwood Day School Annual Coaches Seminar, Tampa, Florida.

**Goebert, C.** (2015, October). *President's State of the Bay Conference Address.* Annual Bay Conference Meeting, St. Petersburg, Florida.

**Goebert, C.** (2014, October). *President's State of the Bay Conference Address.* Annual Bay Conference Meeting, St. Petersburg, Florida

### Unpublished Works

**Goebert, C.** (2010). *Perception of burnout of former multiple and single sport high school athletes in the state of Florida.* Unpublished master's thesis, Barry University, Miami Shores, Florida.

### Service

#### **Peer Reviewer**

<i>Computers in Human Behavior</i>	<b>2021</b>
<i>Sports Innovation Journal</i>	<b>2020</b>
<i>Journal of Amateur Sport</i>	<b>2020</b>
<i>Journal of SPORT</i>	<b>2019</b>
<i>International Association of Communication &amp; Sport</i>	<b>2019</b>

<b>Faculty Promotion and Tenure Committee Member</b> <i>VCU Libraries</i>	<b>2018</b>
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## Case Study Bowl Judge

2018

*The Aspire Group Case Study Bowl- Sport Marketing Association (Frisco, TX)*

## Professional Association Membership

2020-Present Sports Tech Research Network  
2018-Present Sport Marketing Association  
2018-Present The VR/AR Association  
2017-Present North American Society of Sport Management  
2017-2021 Commission on Sport Management Accreditation  
2007-2016 National Interscholastic Athletic Administrators Association  
2007-2016 Florida Interscholastic Athletic Administrators Association

## Professional Development

2018 **Institute on Inclusive Teaching**  
Participated in the Institute for Inclusive Teaching at VCU. Learned strategies, and techniques to address inclusiveness in courses, curricula, programs, and services.

## Honors & Awards

**Sport Marketing Association Professional Paper of the Year** **October 2018**  
Dwyer, B., Larkin, B., Goebert, C., & Gellock, J.L. (2018, October). *Measuring Sport Fan Attitudes through the Implicit Association Test*. 2018 Sport Marketing Association Annual Conference.

**100 Voices of AR and VR in Education** **November 2018**  
List of 100 people or companies working to integrate VR and AR in meaningful ways to produce transformational learning opportunities.

**Student Travel Fund Grant** **October 2018**  
VCU School of Education \$400.00

**Student Travel Fund Grant** **July 2019**  
VCU School of Education \$419.28

**Student Travel Fund Grant** **September 2019**  
VCU School of Education \$400.00

**Student Research Grant Award** **November 2019**  
VCU Office of Research and Faculty Development \$1363.00