

Norm O'Reilly, B.Sc., MA, MBA, PhD, CPA/CGA
Dean, Graduate School of Business, University of Maine
Professor of Sport Management & Marketing, Maine Business School
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EXECUTIVE SUMMARY (1 Page)

Leadership Profile: High performing applied scholar with deep industry connections in business and in sport. Management experience in academic, industry, and not-for-profit settings. Advocate for inclusion and access, with a passion for the Paralympic movement and physical activity. Sought after bilingual (English/French) keynote speaker, media contributor, consultant and expert witness who is recognized as one of the leading scholars in the business of sports. Award-winning researcher with 18 books and more than 160 peer-reviewed publications in aligned research streams: marketing analytics, sponsorship, social media, professional sport finance, social marketing, tourism marketing, and management education. Lead investigator on industry studies. University teacher with exceptional student evaluations and awards. Agency owner and consultant with long list of blue-chip clients. Expert witness on legal cases in the United States and Canada. Regular contributor (more than 200 articles) to sport business' leading trade publication, Sport Business Journal, since 2009.

Select Awards and Recognitions:

- 2023: Qualified for the Ironman World Championships and Boston Marathon
- 2019: Winner, Vladimir Potanin Fellowship
- 2017: Ohio University Career Research Impact Award Recipient
- 2016: Deputy Chef de Mission, Rio 2016 Paralympic Games, Team Canada
- 2015: Distinguished Career Contributions to the Scientific Understanding of Sport Business Award, American Marketing Association: Sport Marketing SIG
- 2013: Under 40 Award – “Five to Watch” in Canadian Sport Business.
- 2011: University of Ottawa's Media Excellence Award
- 2004, 2008, 2010 – Team Member (administration), Canada's Olympic Team
- 1997-1999: 2-time Academic All-Canadian (Swimming, University of Ottawa)
- 1996 – OUA Champion (Team, Nordic Skiing, University of Waterloo)

Academic Leadership Positions Held

- Dean, Graduate School of Business
- Assistant Dean, Executive Programs; Vice-Dean, AACSB Accreditation (acting)
- School Director / Department Chair (two occasions)
- Founding Director of a Research Institute; Director of a Research Centre

Degrees and Certifications:

- CPA/CGA – Chartered Professional Accountant
- PhD (Management: Marketing Major) - Sprott School of Business at Carleton University
- MBA (Marketing) - Telfer School of Management at the University of Ottawa
- MA (Sports Administration) – School of Human Kinetics at the University of Ottawa
- B.Sc. (Kinesiology) – Faculty of Health Sciences at the University of Waterloo

Research Output:

- Books authored or co-authored: 19
- Book chapters (or chapter contributions) authored: 14
- Papers in refereed journals: 160
- Published Harvard/Stanford Case Studies: 15
- Best Paper Awards (articles of the year or conference): 14
- Conference presentations (refereed, keynote, industry talks): 450+

CURRICULUM VITAE

Norman O'Reilly, B.Sc., MA, MBA, PhD, CPA/CGA
Dean, Graduate School of Business, University of Maine
Professor of Marketing & Sport Management, Maine Business School

EDUCATION

PhD (Management: Marketing Major)

Eric Sprott School of Business (AACSB Accredited), Carleton University, Canada, 2007

- Ireland-Canada Research Scholarship Recipient
- Multi-disciplinary program emphasizing problem solving and strategy implementation
- Dissertation: Sponsorship Evaluation Comprehensive Exam: Social Marketing

MBA (Marketing), Telfer School of Management, University of Ottawa, Canada, 2000

- Major in marketing; specialization in high technology management
- Thesis: Econometrics of Olympic sport

Master of Arts (MA) in Sports Administration, University of Ottawa, Canada, 1998

- Coursework included organizational behaviour, sport marketing, sport history and leadership
- Major Research Project: Development of the Sport of Triathlon

Bachelor of Science (Kinesiology), University of Waterloo, Canada, 1997

- Course concentrations in Physiology, Sociology, Computer Science and Math
- Two undergraduate theses (socio-economic impact of sport and work physiology in elite athletes)

PROFESSIONAL CERTIFICATION

CPA/CGA (Chartered Professional Accountant/Certified General Accountant), 2009

- Widely recognized professional designation in North America
- Member in Good Standing (Ontario CPA), 2009 to current

CURRENT POSITIONS: ACADEMIC

DEAN, GRADUATE SCHOOL OF BUSINESS, University of Maine, Portland, ME, 2021-

- Dean of the newly formed (2019) Graduate School of Business, drawing on faculty from both the University of Maine and the University of Southern Maine, with the mandate to offer all graduate business program for public universities in the state
- Home of the MaineMBA, with 13 concentrations and dual degrees with number partners including Maine Law, Engineering, Muskie School of Public Policy, and many more
- Leadership position on the Deans Council at the University of Maine, PI on major university wide grants, active role in fundraising, and lead role on new building project in downtown Portland

FULL PROFESSOR, SPORT MANAGEMENT AND MARKETING, MAINE BUSINESS SCHOOL, University of Maine, Portland, ME, 2021-

- Teaching in the MaineMBA Academy
- Researcher, Book Author, Keynote Speaker, Media Personality