

Template for applicants for EASM Board elections 2022

Candidate details	
Last name:	Manoli
First name:	Argyro Elisavet
Gender:	Female
Nationality:	Greek
Affiliation	
Name of the organisation:	Loughborough University
Position held:	Senior Lecturer (Associate Professor) in Sport Marketing & Communications
Brief description of duties: <i>(max. 100 words)</i>	<p>My role involves leading, teaching and marking in undergraduate and postgraduate modules, as well as being the supervisor of undergraduate and postgraduate dissertations.</p> <p>Moreover, I am the supervisor of PhD researchers and have managed research associates as well.</p> <p>Within my role, I am involved in a number of research and enterprise (consultancy) projects working with funding bodies and policymakers.</p> <p>Finally, I am also involved in numerous leadership positions within the school and wider university, such as being the Deputy Director of Postgraduate Studies and a member of the Research Committee.</p>
EASM Board	
Please, briefly describe your experience, skills and competences (if any) in the following areas that you consider useful for a position in the EASM Board.	
Current & previous EASM involvement:	<p>I have been involved in EASM in different capacities since 2014.</p> <p>In terms of the conference, I have been the review chair for the Sport, Media and Communication track since the 2019 EASM conference.</p> <p>I have also chaired numerous sessions in the EASM conferences since 2016, while presenting my own work in them continuously since 2014.</p> <p>In the 2021 edition, I also co-organised and co-hosted one of the thematic events.</p>

	<p>Beyond the conference, I have also been involved in the assemblies and the elections for the EASM board, and widely supported and promoted its activities.</p>
<p>Strategic management & leadership:</p>	<p>Throughout my career as a practitioner (e.g., Middlesbrough FC, AEK Athens FC) and in my previous roles on Boards (e.g., British Handball Association), I have been involved in the design and implementation of strategies for numerous organisations (e.g. strategic development, commercial development). I have led teams in academia and in the industry and help develop action plans to achieve the goals set, while aligning with and driving the wider strategy of each organisation. As such, I have ample strategic management and leadership experience that I am happy to put into use to help further develop EASM.</p>
<p>Learning & teaching:</p>	<p>I have been a full time academic in Loughborough University since 2015, and prior to this I was teaching in Teesside University and UCFB. I have been involved in undergraduate, postgraduate and executive education teaching, with the latter also delivered for Barcelona FC and CIES/FIFA.</p> <p>I have delivered research seminars and lectures to a number of institutions within Europe, since I am an avid supporter of international mobility and collaboration.</p> <p>I hold a PhD, an MBA and a BSc and I am a Fellow of the Higher Education Academy.</p>
<p>Research & scholarly activity:</p>	<p>My research focuses on two main strands: marketing communications management and integrity in sport. Under these themes, I have published close to 50 research articles in peer-reviewed journals, monographs, edited books, book chapters and policy reports.</p>

	<p>My research has been awarded funding by prestigious funding bodies, such as the European Union, the Economic Social Research Council and the British Academy.</p> <p>I am supporting further scholarly activity by being the associate editor, sitting on the editorial board and acting as a reviewer for a number of academic journals.</p>
<p>Practitioner & sport industry experience:</p>	<p>Prior to becoming a full-time academic, I was employed in the professional sport industry (2008-2015), working for major Greek and British football clubs and international sailing events, in commercial, marketing and media roles.</p> <p>I am currently offering my services to the British Handball Association as their Independent Director of Marketing and Commercial (since 2018), while occasionally conducting consultancy projects for sport organisations (e.g. World Athletics).</p> <p>In terms of experience with policymakers, I was invited to address all meetings of the European Commission Expert Group on Sport Integrity, as well as speak in the European Parliament (2018-2019).</p>
<p>Internationalisation:</p>	<p>I am a true believer in the power of internationalisation and cross-border collaborations. I am Greek, based in the UK and working closely with international colleagues, PhD researchers and students here in Loughborough University.</p> <p>At the same time, I have built close ties and collaborations with colleagues from other countries (e.g. Belgium, France, the Netherlands, Greece, Switzerland, Italy) working on research projects and publications.</p> <p>International conferences, such as the ones organised by EASM, have encouraged some of these collaborations and assisted in me further</p>

	internationalising my network with fellow academics.
Marketing:	<p>Throughout my career in the sport industry, I have held various marketing and communications roles, ranging from marketing and communications executive to marketing and commercial director. As such, I have been involved in the design, management, and execution of numerous marketing strategies, plans and campaigns.</p> <p>As an academic, I am constantly researching, publishing and teaching about marketing and communications, since it is my main area of expertise. I also hold a PhD in Integrated Marketing Communications in Football.</p> <p>Finally, I am the review chair for the Sport, Media and Communication track in the EASM conference.</p>
Project management:	<p>Throughout my career in both academia and the sport industry, I have designed, managed and led a number of projects. In academia, I have managed research projects and led teams in achieving a successful completion while meeting the goals set (e.g. publications, outreach event).</p> <p>Similarly, in the sport industry I have managed a number of projects of various sizes (e.g. CSR events, marketing campaigns, commercial restructuring), while leading teams and working hard to achieve the desired objectives within the given timeframes.</p>
Finance & accounting:	I hold a BSc in Accounting and Finance from the Athens University of Economics and Business and was a financial consultant between 2005 and 2007.
Legal:	N/A

Additional personal statement:	<p>As a member of the EASM family since 2014, I have been given the opportunity to not only present my work to a wide audience, but also to meet fellow colleagues from around the world and help built a community in which research ideas and collaborations can grow.</p> <p>A number of the international research collaborations I currently have were in fact initiated through the EASM conferences, further highlighting the impact EASM has had on my career.</p> <p>I thus believe that it is now my turn to assist and be more actively involved in the association's development in the coming years.</p>
Nominators	
Nominator 1	Annick Willem
Nominator 2	Daniel Lock