

Template for applicants for EASM Board elections 2022

Candidate details	
Last name:	Ströbel
First name:	Tim
Gender:	Male
Nationality:	German
Affiliation	
Name of the organisation:	University of Bayreuth (UBT)
Position held:	Professor Marketing & Sport Management
Brief description of duties:	As holder of the professorship Marketing & Sport Management at UBT, I am responsible for research and teaching in this area. I am co-director of UBT's sport management programmes (B.Sc. and M.Sc. Sport, Business & Law) and head of the examination board of UBT's MBA Sport Management programme. I coordinate the Guest Professor Programme of the Faculty of Law, Business and Economics with a huge network of international colleagues. Furthermore, I am director of the Sport Management Double Degree Programme between Ohio University and University of Bayreuth.
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:	I have been an EASM member for over 15 years now. My first EASM conference was in Cyprus in 2006. Since then, I missed one conference. I took part in several EASM Student Seminars, supported the organisation of EASM Summer Schools and was an active part of the Scientific & Local Organising Committees at the 2008 Conference in Heidelberg & Bayreuth and 2017 Conference in Bern. Last year, I co-organised a thematic event for the EASM 2021 Festival of Sport Management

	<p>Research and Practice. I have been conference track chair since 2017 and act regularly as a reviewer for ESMQ.</p>
<p>Strategic management & leadership:</p>	<p>I was able to gain valuable insights into many business and academic organisations. For example, I worked in different positions at universities in Germany, USA and Switzerland. As board member of UBT's Sport, Business & Law alumni association I gained experience leading a non-profit organisation for over ten years. Furthermore, I am familiar with EASM as an organisation and as a community through various positions. In these positions, I was able to learn and apply strategic management and leadership skills, which cover the whole process from setting goals, analysing (the organisation and the market), defining, implementing and evaluating a strategy.</p>
<p>Learning & teaching:</p>	<p>I can rely on many years of experience in teaching marketing and sport management through various formats and contexts. An essential feature of my teaching is to incorporate practice-oriented research. This approach and the chance to mentor students and prepare them for a career in sport management have always been guiding principles in my general teaching.</p>
<p>Research & scholarly activity:</p>	<p>Throughout my academic career, I have considered different research areas and interdisciplinary topics within marketing, service management and sport management. With this background, my current research focuses on (1) brand management from a multi actor perspective, (2) empowerment of human brands and (3) value co-creation on digital engagement platforms. I publish regularly peer-reviewed articles in academic sport management and marketing journals (e.g. ESMQ) and book</p>

	<p>chapters and present at conferences (e.g. EASM). Besides being an active reviewer, I am member of the editorial board of the International Journal of Sport Management.</p>
<p>Practitioner & sport industry experience:</p>	<p>A guiding principle of my research is to establish a knowledge transfer between research and practice. Therefore, I am in constant exchange with sport management organisations. Lately, I have signed a research collaboration with the German football club brand FC St. Pauli, well known for its pirate skull logo. In general, I can rely on a very broad network of sport industry professionals.</p>
<p>Internationalisation:</p>	<p>I have always had a great interest in international sport management and especially the internationalisation strategies of universities and sport organisations. The Sport Management Double Degree Programme between Ohio University and University of Bayreuth is a great example for such an internationalisation strategy. The strategic approach of this programme has been published as a case study for international sport management education within Sport Management Education Journal in 2020.</p>
<p>Marketing:</p>	<p>Marketing is my core discipline from a research and teaching background. I would consider myself as an expert in service management and marketing with special focus on brands and digital transformation. I would be more than happy to contribute to EASM's future with my knowledge and experience in marketing and sport marketing.</p>
<p>Project management: Finance & accounting: Legal:</p>	<p>I have experience and a basic knowledge in these areas through the many projects and activities I was involved with during my career.</p>

Additional personal statement:	My relation with EASM has always been of great professional and personal value to me. The EASM community is a fantastic network where I got to know many colleagues and friends. I am very interested in helping shape the future of EASM as board member. Therefore, I would like to run for a position as EASM General Director. Thank you very much for your support.
Nominators	
Nominator 1	Marijke Taks, PhD Professor and Vice-Dean Research University of Ottawa Faculty of Health Sciences
Nominator 2	Andrea N. Geurin, PhD Reader, Institute for Sport Business Programme Director MSc in Sport Marketing Loughborough University London