

## Template for applicants for EASM Board elections 2022

<b>Candidate details</b>	
Last name:	Thurston
First name:	Alex
Gender:	Male
Nationality:	British
<b>Affiliation</b>	
Name of the organisation:	Loughborough University
Position held:	University Teacher
Brief description of duties:	As a University Teacher, I have a range of responsibilities. I am a module leader for a 20-credit module (Introduction to Sport Management) and provide support to other module leaders across the undergraduate/postgraduate sport management-related programmes. My contribution consists of delivering lectures, seminars and assessing coursework such as essays, posters, and presentations. Another part of my remit is to arrange external guest speakers who are high-profile individuals from the sport industry. My supervisory duties include approx 20 undergraduate/postgraduate dissertation projects each year, personal academic tutoring (>40 students), student placement supervisor and, an undergraduate admissions tutor. In addition, I am part of a Scholarship and Teaching Group which aims to develop and deliver high quality teaching across the School.
<b>EASM Board</b>	
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 attended/delivered oral presentations at every EASM conference since 2011. I also delivered Prof. Trevor Slack's keynote in Coventry, 2014. In addition to delivering talks, I have chaired parallel sessions and acted as a Conference Reviewer. I have attended three EASM PhD student seminars ('11, '12 and '13) as a participant. During this period, myself & Jonathan

	<p>Robertson, created, developed, and hosted an EASM PhD Online Seminar Platform that aimed to build and sustain collegiality within the EASM PhD seminar alumni, post-conference - to great success. The EASM Board was very enthusiastic about the platform and supported our initiative.</p>
<p>Strategic management &amp; leadership:</p>	<p>I designed a new 20-credit, year-long module, which currently has seven colleagues delivering content throughout the academic year. I plan/coordinate the requirements with them all. Coordinating this number of staff (plus PhD students who deliver seminars/grade assessments [another demonstration of leadership as they require a different level of guidance] during a global pandemic and industrial action, has been an exciting challenge!</p> <p>There are strategy and leadership chapters in the seminal textbook, <i>Understanding Sport Organizations: Applications for Sport Managers (3e) (USO (3e))</i>, of which I am a co-editor. So, I have in-depth knowledge of these concepts. These concepts were put into practice when developing this unique project (the Preface provides more explanation) – picking up the role of co-editor and author of several chapters part-way through the process, as well as managing all the authors' contributors and accomplishing publishing deadlines was a great (learning) experience!</p>
<p>Learning &amp; teaching:</p>	<p>Last academic year, I was nominated and subsequently shortlisted (the final four) for the university-wide Excellence in Teaching award. This is something I am proud of, given the calibre of competition at the university, which is ranked no.1 in the world for sport-related subjects, for the sixth consecutive year in 2022.</p> <p>Currently, I am involved in teaching across significant parts of our various sport programmes at undergraduate and</p>

	<p>postgraduate level. As delivering high-quality teaching is a core part of my role, I run workshops and present seminars in relation to best-practice teaching approaches to colleagues at Loughborough University.</p> <p>The USO (3e) textbook is used as a key resource/core textbook in several modules across our sport management degrees, so I'm often contacted by colleagues to discuss aspects of the book's content.</p>
<p>Research &amp; scholarly activity:</p>	<p>In addition to the USO (3e) textbook, which was published mid-2020, I have authored chapters in other texts. Recently, I have been part of a research team that analysed procurement integrity frameworks used for developing infrastructure at major/mega sport events. This project was in conjunction with the OECD, and our findings enabled the International Partnership against Corruption in Sport (IPACS) to produce a report proposing recommendations for mitigating risks around international sport event procurement, which was also published by the IOC. We published a research article in the <i>Public Procurement Law Review</i> (the world-leading, peer-reviewed journal on public procurement law) in 2019 and I also wrote an article about how improving infrastructure procurement frameworks can reduce corruption risks, for Sport Business, in 2022.</p>
<p>Practitioner &amp; sport industry experience:</p>	<p>I have been a swimming coach since 2006 where I have coached individuals of a wide range of ages (18-80s(!)) and a wide range of abilities (beginners to masters' world record holders). I am also a director of a sports company, Scale Swimming, that I have co-created, (<a href="http://www.scaleswimming.com">www.scaleswimming.com</a>), which my business partner and I founded in 2019. We have created a range of training aids to help</p>

	<p>swimmers and triathletes improve their swimming.</p> <p>At Loughborough University, as already mentioned, I organise and coordinate guest speakers from the industry (practitioners) to deliver talks to my students to help inspire their future careers!</p>
<p>Internationalisation:</p>	<p>My extended family is of a multicultural heritage and my wife is Canadian. I love to travel and have been lucky enough to have visited over 60 countries. Outside of work, I have supported a work/charity link project in Ethiopia. Therefore, I have gained valuable first-hand experience and acceptance of people's wide-ranging values, beliefs, and traditions.</p> <p>In addition, I work with a diverse group of colleagues at Loughborough and teach students from all around the world (and discuss the impacts of cultural differences in sport with them). I have also competed in and attended sporting competitions and events – including academic conferences – all over the world.</p> <p>At Scale Swimming, I am also working on projects with international athletes, and we have sold products all over the world (UK, Germany, Switzerland, USA, Canada, Brazil, to name a few).</p>
<p>Marketing:</p>	<p>With the Scale Swimming business, I have planned and rolled out several successful promotional campaigns. I have learned how to utilise algorithms across various social media platforms to optimise target market penetration. There is also a marketing chapter in the USO (3e) textbook, which has further developed my understanding of the area.</p>

<p>Project management:</p>	<p>Prior to academia, I worked as an electrical contracts engineer where I coordinated large commercial projects. I utilised Gantt charts to help effectively manage projects. During my Modern Apprenticeship (which took place at one of the world's leading providers of off-highway diesel and gas engines), I also used Gantt charts to allocate tasks and resources to achieve deadlines for projects I was involved in.</p> <p>In sport, at Scale Swimming, we are currently working on projects with elite athletes (including an Olympic champion, and world/European medallists and record holders) to create collaborative products. Here, my business partner and I must work around the hectic schedules of the elite athletes.</p>
<p>Finance &amp; accounting:</p>	<p>Given the fact our business is bootstrapped, we have focussed heavily on finance and budgeting aspects. My business partner and I have had to budget and raise capital to source materials for prototypes, then have sufficient funds to go into production. Then, we manage sales, stock levels etc., while developing growth strategies based on the success of our sales figures. In addition to our products being sold directly from our website, we sell on Amazon so have adjusted figures and margins to account for the various seller fees incurred.</p>
<p>Legal:</p>	<p>The procurement research is situated within the discipline of law, and draws on legislative processes, legal/contract frameworks, and governance, for example, so I have developed a sound knowledge of these area.</p> <p>I have also been involved in a legal action case against a national governing body for breach of contract (in relation to a European event), which was a successful case. Being part of the litigant party gave me a real insight into legal proceedings (and that it is</p>

	<p><i>actually</i> possible to improve governance structures of large (sport) organisations!).</p>
<p>Additional personal statement:</p>	<p>I have a strong affinity for the EASM association – and the network/community – and would relish the opportunity to offer a greater contribution by becoming a Board member. I am a determined (and competitive*!) individual who likes to get things done! I am keen to support the continued growth and development of EASM (and the membership) and believe I can offer important insights from my experiences, including a decade of attending EASM conferences.</p> <p>*During the early years of attending EASM conferences, I said to myself, ‘one day, I must get myself into a position to be an integral part of the EASM family (and get an EASM pin badge!)’. Please offer your support to help me get over the line to achieve that goal!</p>
<b>Nominators</b>	
Nominator 1	Prof. Paul Downward
Nominator 2	Associate Prof. Ulrik Wagner