Sport Marketing Association Announces Board of Directors Election Results

With the Sport Marketing Association (SMA) Board of Director Elections concluding this past Friday September 28, 2012, I am pleased to announce the results of the Board Elections. Nancy Lough from UNLV makes SMA history by becoming the first female President-Elect. Khalid Ballouli from the University of South Carolina has been elected as the new Vice President of Academic Affairs; and Joris Drayer from Temple University has been re-elected for his second term as the At-Large Member. For more about Nancy Lough, Khalid Ballouli, and Joris Drayer please review their biography’s below.

**Dr. Nancy Lough** is a Professor in the department of Educational Psychology & Higher Education at the University of Nevada Las Vegas. She conducts research focusing on marketing women’s sport, corporate sponsorship, and intercollegiate athletic policy. She has published widely on these topics in journals such as *Sport Marketing Quarterly, International Journal of Sport Management* and the *Journal of Applied Marketing Theory*. She has been quoted in media outlets such as the *LA Times* and Canada’s *Globe & Mail*, in addition to having columns published in outlets such as *Street & Smith’s Sports Business Journal*. Dr. Lough has been an invited speaker at the Warsaw Sport Marketing Center at the University of Oregon, and was a featured panelist on KNPR’s State of Nevada. Her work has earned distinction with two publications featured in the Top 20 articles in the first 20 years of *Sport Marketing Quarterly*. Dr. Lough has also worked as a consultant for clients such as the LPGA, and in 2012 she published the *Handbook of Sport Marketing Research* with Dr. Bill Sutton. Dr. Lough currently serves as the Editor for *Sport Marketing Quarterly*.

**Dr. Khalid Ballouli** is an assistant professor in the Department of Sport and Entertainment Management at the University of South Carolina. His research and teaching interests include marketing and branding strategy, specifically as it relates to theory and applications of consumer behavior, social dynamics, and fan experience in the sport industry. His research has led to publications appearing in refereed journals such as *Sport Marketing Quarterly, International Journal of Sport Management, International Journal of Sport Communication*, and *Sport Management Education Journal*, among others. Dr. Ballouli has made more than 30 research presentations at national and international conferences. He is the author of three book chapters, and is currently an investigator for numerous funded studies examining consumer behavior and fan experience at sport events.

**Dr. Joris Drayer** is an assistant professor of sport and recreation management and a member of the Sport Industry Research Center at Temple University. After working for 3 years in the golf industry and 4 years for the Oakland Athletics, Joris continued his education at the University of Northern Colorado where, in 2007, he earned his Ph.D. and was awarded the prestigious "Graduate Dean's Citation for Excellence." Now an assistant professor at Temple University, Joris conducts research in two primary areas: pricing and consumer behavior. With a particular interest in the interaction between primary and secondary tickets markets, Joris has published several articles related to the dynamic that exists between these two separate but related industry sectors, including two in *Sport Marketing Quarterly* and two in *Sport Management Review*. In addition to his academic work in the area, Joris has thrice been invited to speak at the industry-driven TicketSummit Conference, including twice as a speaker on the keynote panel. He has also provided expert commentary on the topic for media sources such as the New York Times, Bloomberg News, the Newark Star Ledger, and the Philadelphia Business Journal.