

CURRICULUM VITAE

Micah S. McGee
micah.mcgee@colorado.edu

EDUCATION

Ph.D., Sport Administration, University of Northern Colorado (UNC), 2016

Doctoral Minor: Applied Statistics and Research Methods

Dissertation Title: Revenue Management in the Sport Industry: An Examination of Forecasting Models and Advance Seat Section Inventory in Major League Baseball

M.S., Applied Statistics and Research Methods, UNC, Greeley, CO, 2006

B.S., Mathematics. Minor, Education, CSU-Pueblo, Pueblo, Colorado, 2005

TEACHING EXPERIENCE

University of Colorado, Leeds School of Business, Boulder CO (6/1/12-Present)

Graduate Instructor: Masters in Business Analytics

Survey of Business Analytics: Summer 2020 (2 sections)

Undergraduate Instructor: Information Management and Analytics; Business of Sport

Introduction to Python Programming: Fall 2019 (2 sections) , Spring 2020, Fall 2020 (2 sections)

Business Data Management: Fall 2019, Spring 2020 (2 sections), Fall 2020 (2 sections)

Introduction to Information Management and Analytics: Spring 2020

Excel in Business: Spring 2020 (3 sections)

Introduction to the Business of Sport: Summer 2012-2020

Sport Business Analytics: Summer 2017-2020

Business of Sport Undergraduate Certificate Program: Summer 2014-2020

University of Northern Colorado, College of Natural and Health Sciences, Greeley, CO (8/05-5/06)

Graduate Teaching Assistant (Instructor of record)

College Algebra: Fall 2005, Spring 2006 (2 sections)

Teaching Training Seminars Attended

“Pre-Recorded Videos”, Leeds School of Business, 2020

“Canvas Engagement”, Leeds School of Business, 2020

“Zoom Engagement”, Leeds School of Business, 2020

Teaching Interests

Business Intelligence and Analytics; Machine learning; Decision Science; Strategic Management; Revenue Management; Research Design and Methods; Sport analytics

EVIDENCE OF SCHOLARLY PUBLICATION AND RESEARCH

Book Chapters

- Havard, C.T., & McGee, M.S. (2018). Creating and promoting a season-long rivalry series: A Case study of the University of Colorado Buffaloes and the University of Utah Utes. In *SAGE Business Cases*. London, UK: SAGE.
- Havard, C.T., & McGee, M.S. (2017). The rumble in the rockies: Forming and promoting a rivalry between the University of Colorado and University of Utah football. In *Advanced Theory and Practice of Sport Marketing* (3rd ed.). New York, NY: Routledge.

Peer Reviewed Presentations

- McGee, M.S. & Schmitt, C.D. (2012, October). *Consumer preferences of various profiles of Major League Baseball games*. Presented at the 10th Annual Conference of the Sport Marketing Association, Orlando, FL.
- McGee, M.S., (2011, April). *The role athletics plays in a university's strategic enrollment plan*. Presented at the fourth annual Scholarly Conference on College Sport. University of North Carolina, Chapel Hill, NC.

Non-Refereed Presentations

- McGee, M.S., (2014, May). *Dynamic Ticket Pricing in Major League Baseball*. Presented at the Applied Statistics and Research Methods Research Night. University of Northern Colorado, Greeley, CO
- McGee, M.S., (2013, December). *Student perceptions of a campus climate after the reinstatement of football*. Presented at the Applied Statistics and Research Methods Research Night. University of Northern Colorado, Greeley, CO.
- McGee, M.S., (2013, December). *The decision and effectiveness of reinstating football: A mixed methods sequential exploratory study*. Presented at the Applied Statistics and Research Methods Research Night. University of Northern Colorado, Greeley, CO.
- McGee, M.S. & Schmitt, C.D. (2012, May). *Utilizing conjoint analysis to assess MLB fans' perceptions of game profiles*. Presented at the Applied Statistics and Research Methods Research Night. University of Northern Colorado, Greeley, CO.
- McGee, M.S., & Schmidt, C., (2011, April). *Fan's perceptions of variable ticket pricing in Major League Baseball*. Presented at the 2011 Research Days. University of Northern Colorado, Greeley, CO.

Working Manuscripts

- McGee, M.S.(manuscript in preparation), *A comparison of forecasting methods in sport revenue management*.
- McGee, M.S.(manuscript in preparation), *A profile analysis of seat section inventory curves*.

Research Interests

Applied data analytics strategies and methods; effective pedagogical methods; revenue management; ticket pricing strategies; accuracy of forecasting methods; machine learning segmentation methods; consumer perceptions and reactance to dynamic ticket pricing strategies

OTHER RESEARCH EXPERIENCE

Research Advisor, Business of Sport Certificate Program, University of Colorado Leeds School of Business

- Provided leadership, project management, and mentorship for a variety of rigorous research projects conducted by undergraduate students for the external organizations listed below:

Organization	Research Topic	Year
Charlotte Hornets	Digital Ticketing Platforms	2014
Colorado Avalanche	Brand Perception of Casual Fans	2014
Denver Broncos	Bronco Cheerleader Revenue Generation	2014
Denver Nuggets	Brand Perception of the Denver Nuggets	2014
Colorado Rapids	Best Twitter Practices for Fan Engagement	2014
Colorado Avalanche	Best Data Collection Strategies for Millennials	2015
Charlotte Hornets	B2B Lead Generation Strategies	2015
Vail Resorts	Identifying Segments for Summer Customer Leads	2015
Verizon Wireless	Millennial Mobile Device Media Consumption	2015
USA Rugby	Fan Engagement Strategy	2015
Colorado Avalanche	Club Lexus Target Customer Segment	2016
Buffalo Sports Properties	Digital Media Sponsorship Strategies	2016
USA Rugby	Best Practices for Fan Chapter Program and National Implementation Strategies	2016
Vail Resorts	Customer Experience with RockBrand Resorts	2016
Colorado Rapids	Strategies for Attracting Hispanic Millennials to Events	2016
Bolder Boulder	Data-based Participant Segmentation and Marketing Strategies	2017
Kroenke Sports & Entertainment	Patron Communication Strategies	2017
Denver Outlaws	Outlaws Brand Perception and Awareness	2017
USA Rugby	Increasing Participation in Youth Rugby	2017
Vail Resorts	Revenue Management	2017
Kroenke Sports & Entertainment	Discovering Unique Customer Fan Segments	2018
Bolder Boulder	Best Practices for Developing a Mobile App	2018
Denver Broncos	Increasing 50/50 Raffle Sales	2018
Positive Coaching Alliance	Cultural Challenges Impacting Youth Sports	2018
USA Swimming	Creating a Fan Membership Program	2018
Kroenke Sports	Enhancing Premium Seating at Pepsi Center	2019
Colorado Rockies	Factors That Drive Fans to Rockies Games	2019
San Jose Sharks	Creating Innovative Solutions to Drive Revenue	2019
CU Athletics	Designing a Fun Run to Drive Fans to Games	2019
USA Triathlon	Targeting Non-Triathletes for Virtual Triathlon	2019
CU Athletics	Empowering and Raising Awareness for Female Student-Athletes	2020
Denver Broncos	Identifying and Analyzing Methods of Injury Tracking in Youth Football	2020
POWDR	Winter Recreation in a Global Pandemic	2020
San Jose Sharks	Increasing Engagement of Millennials	2020
Kroenke Sports	Exploring and Identifying Fans Perceptions During Covid 19	2020

NACMA Quantitative Research on College Student Athletics Event Attendance, 2016

- Collaborated with NACMA and University of Memphis professors on design, dissemination, and analysis of nation-wide survey to identify key factors influencing student attendance at college athletic events.

INDUSTRY EXPERIENCE

University of Colorado Athletic Department, Boulder, CO (10/15-present)

Director of Analytics, Database Marketing and Analytics Coordinator

- Provide technical leadership for the operational and strategic aspects of the utilization of data analytics to drive revenue and improve efficiency for department.
- Promote the use of research and statistical methods throughout the athletic department.
- Build, test, and refine predictive models to segment markets and prescribe optimal actions.
- Analyze and implement new business initiatives to enhance the department's marketing effectiveness.
- Track and analyze appropriate metrics to support sales and marketing campaigns.
- Collect, clean, and organize data using Python, Access, SQL, and Domo Data Warehouse.
- Visualize, analyze, and disseminate big data results to key stakeholders.
- Clearly communicate key findings of major research projects to C-Level executives.
- Collaborate with C-level executives and cross-functional teams in writing and disseminating market research surveys to measure key performance indicators.
- Consult and provide reporting to head football coach on data driven in-game strategies
- Develop analytic strategies to help teams win

Imagine Nation Books, Ltd., Louisville, CO (9/06-4/15)

Test Marketing Department Manager: 2008-2015

- Managed test marketing department including: budget, personnel, purchase orders, logistics
- Developed data analytics strategies and tools for analyzing large databases
- Created data warehouse/marts and reporting for various departments including sales, buying, marketing, inventory management
- Coordinated with Director of Purchasing Operations on effective product mix and pricing
- Advised and managed various process improvement projects
- Contributed to the development and improvement of the test marketing process

Test Marketing Analyst: 2006-2008

- Utilized various research and statistical methodologies to assist management in decision making
- Designed, analyzed and presented results of price elasticity studies
- Collected and analyzed historical sales data using Minitab, MS Excel and Access
- Developed and tested statistical models to predict sales of new products
- Presented new testing ideas and procedures at national sales conference

SERVICE

Director, Operations and Information Management (OPIM) Certificate

Research Advisory Board Member: Bureau of Sport and Leisure

Sport Marketing Research Institute

Applied Statistics and Research Methods Colloquium

Pikes Peak Regional Undergraduate Mathematics Conference

CSU-Pueblo Math Day

TECHNICAL BACKGROUND

Research/Analytics Software: Python, SQL, Excel, SPSS, DataRobot, Qualtrics, Tableau, Domo, Domo Workbench, Google Analytics, Google DataStudio, Google BigQuery, Google Forms, Minitab, NVivo, Atlas.ti, MS Access, Crystal Reports, Survey Monkey, Quality Companion by Minitab

Educational Software: Canvas, Desire2Learn and Blackboard online learning management systems, Poll Everywhere, MS Word, Outlook, PowerPoint, Evernote, DropBox

Hardware: Proficient teaching and presenting in smart rooms

AWARDS AND HONORS

Nominated for the Franscona Teaching Excellence Award (2020)

Recognized at PacNet for significantly contributing to the Pac-12 Fan Engagement Program (2017)

Most Outstanding Dissertation Nominee (2016)

Honoree Presenter: Student Research Celebration (2016)

Finalist: Applied Statistics and Research Methods Project Competition (2013)

Graduate Student Teaching Award (2006)

Dean's List (2001, 2002, 2005, 2010, 2011)

National Science Foundation-CSEMS Scholarship (2002-2004)

Athletic Scholarship (2000-2001)