**Christopher Michael McLeod**

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| **Education** |  |  |
| 2017 | *Ph.D., Florida State University*Department of Sport Management | Tallahassee, FL |
| 2013 | *M.S., Florida State University*Department of Sport Management | Tallahassee, FL |
| 2012 | *B.S., University of Otago*School of Physical Education | Dunedin, New Zealand |

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| **Professional Experience** |  |
| 2020-present | *University of Florida*Assistant Professor, Department of Sport Management |  |
| 2017-2020 | *Texas Tech University*Assistant Professor, Department of Kinesiology & Sport Management |  |
| 2014-2017 | *Florida State University*Coordinator, Grants and External Funding. Center of Sport, Health, and Equitable Development |  |

**Research and Original Creative Work**

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| **Peer Reviewed Journal Articles** |  |
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| Accepted | **McLeod, C. M.** (Accepted). Athlete-centric employer branding during rival leagues’ market entry. Sport Marketing Quarterly. [IF = 1.143] |
| Accepted | Huml, M. & **McLeod, C. M.** (Accepted). Agency-stewardship continuum and management: An analysis of college athletic fundraising officers. *International Journal of Sport Management and Marketing*. [IF = 0.55] |
| Online First | **McLeod, C. M.** (2020). Are athlete-owned leagues a viable alternative for professional sport? *Journal of Sport & Social Issues*. [IF = 1.953] |
| Online First | Newman, J. I., Xue, H., Watanabe, N. M., Yan, G., & **McLeod, C. M.** (2020). Gaming gone viral: An analysis of the emerging esports narrative economy. *Communication & Sport*. [IF = 1.292] |
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| 2020 | Nite, C., **McLeod, C. M.**, Beldon, Z., & Nauright, J. (2020). Establishing a professional rugby union football league in the USA: Managing institutional pluralism in sport entrepreneurship. *Sport Management Review*, 23, 883-897. [IF = 3.516] |
| 2020 | Pifer, N. D., **Mcleod, C. M.**, Castleberry, C., Travis, W. (2020). Who should sign a professional baseball contract? Quantifying the financial opportunity costs of major league draftees. *Journal of Sports Economics*, 21(7), 746-780. [IF = 1.107] |
| 2020 | Du. J., **McLeod, C. M.**, & James, J. D. (2020). Brand environments and the emergence and change of awareness for new sports teams: A two-wave examination*. Sport Marketing Quarterly, 29*(1), 18-32. [*IF* = 1.143] |
| 2020 | **McLeod, C. M.**, Holden, J. T. & Newman, J. (2020). Agency on trial in daily fantasy sport. *Journal of Sport and Social Issues, 44(2), 134-153.* [*IF = 1.308*] |
| 2020 | Holden, J. T., **McLeod, C. M.**, & Edelman, M. (2020). Regulatory categorization and arbitrage: How daily fantasy sports companies navigated regulatory categories before and after legalized gambling. *American Business Law Journal*, 57(1), 113-167. [*IF* = .786] |
| 2019 | Bunds, K. S., **McLeod, C. M.**, Barrett, M., Newman, J. I., Koenigstorfer, J. (2019). The object-oriented politics of stadium sustainability: A case study of SC Freiburg. *Sustainability, 11*(23), 6712. [*IF = 2.592*] |
| 2019 | **McLeod, C. M.**, Holden, J. T., Hawzen, M. G., & Chahardovali, T. (2019). Do influxes of atypical labor make sport event workers prone to exploitation? *Sport Management Review, 22*(4), 527-539. [*IF = 3.516*] |
| 2019 | **McLeod, C. M.** & Nite, C. (2019).Human capital ecosystem construction in an emerging rugby market. *Journal of Sport Management, 33*(4), 261-274. [*IF =2.169*] |
| 2018 | Hawzen, M. G., **McLeod, C. M.**, Newman, J. I., & Holden, J. T. (2018). The cruel optimism of sport management students: Fans, affective labor, and the political economy of internships in the sports industry. *Journal of Sport & Social Issues, 42*(2), 184-204. [*IF = 1.308*] |
| 2018 | **McLeod, C. M.**, Pu, H. & Newman, J. I. (2018). Blue skies over Beijing: Olympics, environments, and the People’s Republic of China. *Sociology of Sport Journal*, *35*(1), 29-38. [*IF = 0.659*] |
| 2018 | **McLeod, C. M.** (2018). National bodies: Political ontology, cultural citizenship, and migrant rugby. *Cultural Studies/Critical Methodologies, 18*(2), 123-132. |
| 2017 | **McLeod, C. M.**, Horner, M. I., Hawzen, M. G. & DiDonato, M. (2017). Examining a mobility hub in the “redevelopment and enhancement” of downtown Tallahassee. *Transfers*, 7(3), 94-111. |
| 2016 | Newman, J. I., Shields, R., & **McLeod, C. M.** (2016). Fluid biopolitics: Pathogenic space, communal abscess, and the MRSA epidemic. *Body & Society*, 22(4), 155-184. [*IF = 1.951*] |
| 2016 | Horner, M. I., Ternes, N., & **McLeod, C. M.** (2016). Not going pro: On seeking lasting returns from college sports. *Journal of Amateur Sport, 2*(1), 188-213.  |
| 2014 | Shields, R., Newman, J. I., & **McLeod, C. M.** (2014). Life in three deaths: Thanatopolitical biopoiesis and militaristic nationalism. *Cultural Studies/Critical Methodologies*, *14*(5), 425-437. |
| 2014 | **McLeod, C. M.**, Lovich, J., Newman, J. I., & Shields, R. (2014). The training camp: American football and/as spectacle of exception. *Journal of Sport & Social Issues*, *38*(3), 222-244. [*IF = 1.308*] |
| 2012 | Falcous M., & **McLeod, C. M.** (2012). Anyone for tennis?: Sport, class and status in New Zealand. *New Zealand Sociology*, *27(1),*13-30. |

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| **Law Review Articles** |  |
| 2017 | **McLeod, C. M.** & Holden, J. T. (2017). Ecological economics and sport stadium public financing. *William & Mary Environmental Law and Policy Review*, 41(3), 581-603 |

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| **Book Chapters** |  |
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| 2020 | Bunds, K. S., **McLeod, C. M.**, & Newman, J. I. (2020). Political ecologies and environmental considerations in stadium development. In B. Wilson & B. Millington (eds) *Sport and The Future: Politics and Preferred Futures*. Bingley, UK: Emerald (pp. 121-134). |
| 2020\* | **McLeod, C. M.** & Hawzen, M. G. (2020). Body objects, political physics, and incorporation: Object-oriented ontology for sport and physical culture. In J. I. Newman, H. Thorpe, & D. L. Andrews (eds.)*, Physical Culture, and the Moving Body: Materialism, Technologies, Ecologies.* Rutgers University Press, New Brunswick (pp. 87-107).\*Winner 2020 Choice Outstanding Title Award |
| 2019 | **McLeod, C. M.** & Hawzen, M. G. (2019). Labor relations and the sport business. J. Maguire, M. Falcous, & K. Liston (Eds.) *The Business and Culture* *of Sports: Society, Politics, Economy, Environment* (pp. 49-62)*.* New York, NY: Macmillan Reference USA. |
| 2018 | **McLeod, C. M.** & Holden, J. T. (2018) Steady-state economics and stadiums: Using the date of ecological maturity to conceptualize and govern sport facility construction. In B. P. McCullough & T. B. Kellison *(Eds.) the Routledge Handbook of Sport and the Environment (pp. 429-442)*. Oxon, UK: Routledge. |
| 2017 | Newman, J. I., Giardina, M. D., & **McLeod, C. M.** (2017). Embodiment and reflexive body politics (pp. 587-596). in M. L. Silk, D. L. Andrews, & H. Thorpe *(Eds.) The Routledge Handbook of Physical Cultural Studies*, London, UK: Routledge.  |

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| **Manuscripts Submitted for Review** |  |
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| **Technical Reports** |  |
| 2020 | **Mcleod, C. M.**, & Pifer, N. D. (2020). Recommended Salary Structure for Minor League Baseball. Prepared for More Than Baseball, pp. 1-6. |
| 2017 | **McLeod, C. M.** & Du, J. (2017). *Atlanta United Football Club: Market Penetration Analysis.* 11 pages. Prepared for AMB Sports + Entertainment, Atlanta, Georgia. |
| 2014 | **McLeod, C. M.**, Proctor, W., Wexler, V., Kolby, J., Tiwari, N., & Zhou, B. (2014). *Program Report: Florida State University Sport Management service-learning assignment at the Renaissance Community Center, Tallahassee*. 19 pages. Prepared for the Renaissance Community Center, Tallahassee, Florida. |

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| **Peer Reviewed Conference Presentations** |  |
| 2021 | Asada, A. & **McLeod, C. M.** (2021). Consumers’ responses to sports leagues' employer branding: A psychological contract perspective. Poster presented at the North American Society for Sport Management Annual Conference.  |
| 2020 | **McLeod, C. M.** (2020). Why are other countries playing in the National Pro Fastpitch? Professional leagues and human capital ecosystems in elite athlete development. Sport Management Association of Australian and New Zealand (conference online). |
| 2020 | Du, J., **McLeod, C. M.,** Baker, B. J., Gulavani, S., & James, J. D. (2020). Churn management for season ticket holders using machine learning. Sport Management Association of Australian and New Zealand (conference online). |
| 2020 | **McLeod, C. M.** (2020). Athlete-centric employer branding during market entry. North American Society of Sport Management (conference cancelled). |
| 2020 | Castleberry, C., Travis, W., Pifer, N. D., **Mcleod, C. M.**, (2020). To sign or not to sign? The opportunity cost of playing minor league baseball. North American Society of Sport Management (conference cancelled) |
| 2020 | Yan, C., Watanabe, N., & **McLeod C. M.** (2020). NFL attendance and air pollution. Paper to be presented at the Eastern Economics Association Annual Conference, Boston, MA. |
| 2019\* | Holden, J. T., **McLeod, C. M.**, & Edelman, M. (2019). Regulatory categorization and arbitrage: How daily fantasy sports companies navigated regulatory categories before and after legalized gambling. Paper presented at the Academy of Legal Studies in Business, Quebec, Canada, QC. *\*Finalist for best paper (one of four)* |
| 2019 | Yan, C., Watanabe, N., & **McLeod C. M.** (2019). The political economy of air pollution and NFL attendance: A reflection on corporate environmentalism. Presented at the North American Society for the Sociology of Sport Annual Conference, Virginia Beach, VA. |
| 2019 | Holden, J. T. & **McLeod, C. M.** (2019). How daily fantasy sports navigated gambling restrictions and paved the way for legalized gambling. Paper presented at the Sport and Recreation Law Association Conference, Philadelphia, PA. |
| 2018 | Du, J., **McLeod, C. M.**, & James, J. (2018). *The Emergence and Change in Brand Awareness for a New Sports Team.* Paper presented at the Sport Marketing Association Annual Conference, Dallas, TX. |
| 2018 | Huml, M. & **McLeod, C. M.** (2018). A stakeholder and stewardship theory of gift financed firms. Paper presented at Association for Research on Noprofit Organizations and Voluntary Action Conference, Austin, TX. |
| 2018 | **McLeod, C. M.**, Nite, C., & Nauright, J. (2018). *The Construction of a New Capital-Labor Relation: Professional Rugby in the United States.* Paper presented at the North American Society for the Sociology of Sport Conference, Vancouver, BC. |
| 2018 | Bunds, K., **McLeod, C. M.**, & Newman, J. I. (2018). *Political Ecology of a Carbon Neutral Bundesliga Stadium.* Paper presented at the North American Society for the Sociology of Sport Conference, Vancouver, BC. |
| 2018 | **McLeod, C. M.** & Holden, J. T. (2018). *Stadium Capital Budgeting Decisions and Industry Implications Derived from the Date of Ecological Maturity Model.* Paper presented at the North American Society for Sport Management Annual Conference, Halifax, NS. |
| 2018 | Holden, J. T. & **McLeod, C. M.** (2018). *Under the Stadium: The Uncertain Legal Status of Workers off the Field.* Paper presented at the Sport and Recreation Law Association annual conference, San Antonio, TX. |
| 2017 | **McLeod, C. M.** (2017). *Michel Callon and the Performative Construction of Sport Markets.* Paper presented at the North American Society for the Sociology of Sport Annual Conference, Windsor, ON. |
| 2017 | Newman, J. I. & **McLeod, C. M.** (2017). *Blue skies over Beijing: Olympics, environments, and the People’s Republic of China*. Paper presented at the International Society for the Sociology of Sport World Congress, Taiwan. |
| 2017 | **McLeod, C. M.**, Holden, J., Hawzen, M. G., & Chahardovali, T. (2017). *A legal and political economic analysis of college football event labor.* Paper presented at the North American Society for Sport Management Annual Conference, Denver, CO. |
| 2017 | Hawzen, M. G., **McLeod, C. M.,** & Newman, J. I. (2017). *Stressing the student intern: Exploring conflicts between student and worker roles of sport management student interns in the sports industry*. Paper presented at the North American Society for Sport Management Annual Conference, Denver, CO. |
| 2016 | **McLeod, C. M.**, & Hawzen, M. G. (2016). *The event market: Historical material conditions of non-athlete labor*. Paper presented at North American Society for the Sociology of Sport Annual Conference, Tampa, FL. |
| 2016 | Hawzen, M. G., & **McLeod, C. M.** (2016). *Learning to labor: Understanding the experiences of student interns in the sports industry*. Paper presented at North American Society for the Sociology of Sport Annual Conference, Tampa, FL. |
| 2016 | Xue, H., Tweedie, J., & **McLeod, C. M.** (2016). *Corporate social responsibility practices and professional sport organizations in emerging markets: A stakeholder perspective on the National Basketball Association’s social involvement in China*. Paper presented at North American Society for Sport Management Annual Conference, Orlando, FL. |
| 2016 | Horner, M. I., **McLeod, C. M.**, Hawzen, M. G. & Didonato, M. (2016). *Uncertain mobility: Adaptive sport programming for participants living with homelessness*. Paper presented at North American Society for Sport Management Annual Conference, Orlando, FL. |
| 2015 | **McLeod, C. M.**, & Newman, J. I. (2015). *On the tautology of “the biopolitics of sport” and how to study it*. Paper presented at North American Society for the Sociology of Sport Annual Conference, Fanta Fe, NM. |
| 2015 | Newman, J. I., & **McLeod, C. M.** (2015). *Piketty at play: Labor, capital, and market-sport divergence*. Paper presented at International Society for the Sociology of Sport Annual Conference, Paris, France. |
| 2015 | Newman, J. I. Bunds, K. S., & **McLeod, C. M.** (2015). *Stadial ontologies: Munus as method and (political) ecology.* Paper presented at International Congress for Qualitative Inquiry, Champaign-Urbana, IL. |
| 2014 | Bunds, K. S., Newman, J. I., & **McLeod, C. M.** (2014). *Water, sport charity, and the social reproduction of human (as) capital.* Paper presented at North American Society for the Sociology of Sport Annual Conference, Portland, OR. |
| 2014 | **McLeod, C. M.**, & Newman, J. I. (2014). *Fractured identities and painful articulations: Revisiting identity and pain in sport*. Paper presented at North American Society for the Sociology of Sport Annual Conference, Portland, OR. |
| 2013 | **McLeod, C. M.**, & Armstrong, M. A. (2013). *Reality TV and violent profit: The spectacular construction of front-row fighters*. Paper presented at North American Society for the Sociology of Sport Annual Conference, Quebec City, Canada. |
| 2013 | **McLeod, C. M.** (2013). *A self-narrative of pain, injury and rugby*. Paper presented at International Congress of Qualitative Inquiry, Institute of Qualitative Inquiry, Champaign-Urbana, IL. |
| 2012 | **McLeod, C. M.**, & Newman, J. I. (2012). *Vital biopolitics: Physical culture as life and death*. Paper presented at North American Society for the Sociology of Sport Annual Conference, New Orleans, LA. |
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| **Invited Presentations** |
| 2021 | **McLeod, C. M.** & Pifer, N. D.(2021). Unrealistic optimism and aspirational labor in minor league baseball. Center for Behavioral Economic Health Research, University of Florida.  |
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**Teaching**

**Doctoral Students**

Sean Davis, committee member

Julian Alonso, committee member

Jin Woo Ahn, committee member

David Dixon, “Origins of the Fracking Revolution,” committee member

**Courses Taught at University of Florida**

*Graduate*

*Undergraduate*

**Courses Taught at Texas Tech University**

*Graduate*

Financial Management in Sport (SPMT 5321)

* Spring 2020: 15 students / students’ average rating: 4.9; University average: 4.4
* Spring 2019: 24 students / students’ average rating: 4.6; University average: 4.4 (scaled 1-5; 5 indicates “Strongly Agree”)
* Spring 2018: 23 students / students’ average rating: 4.3; University average: 4.4 (scaled 1-5; 5 indicates “Strongly Agree”)

*Undergraduate*

Study Abroad (SPMT 4353)

* Maymester 2019, taught in Seville, Toledo, Segovia, and Madrid.

Financial and Economic Aspects of Sport (SPMT 4357)

* Fall 2019: 45 students / students’ average rating 4.8; University average: 4.4
* Summer 2019 (Online): 40 students / students’ average rating: 4.4; University average: 4.3
* Fall 2018: 45 students / students’ average rating: 4.8; University average: 4.4
* Summer 2018 (Online): 34 students / students’ average rating: 4.7; University average: 4.4
* Fall 2017: 45 students / students’ average rating: 4.5; University average: 4.4

Social Issues in Sport (SPMT 4353)

* Spring 2020: 45 students
* Fall 2019: 45 students ongoing
* Summer 2019: 18 students / students’ average rating: 4.6; University average: 4.3 (scaled 1-5; 5 indicates “Strongly Agree”)
* Spring 2019: 45 students / students’ average rating: 4.6; University average: 4.4 (scaled 1-5; 5 indicates “Strongly Agree”)
* Fall 2018: 45 students / students’ average rating: 4.7; university average: 4.4
* Summer 2018: 23 students / students’ average rating: 5; University average: 4.4
* Fall 2017: 45 students / students’ average rating: 4.8; University average: 4.4

**Courses Taught at Florida State University**

*Doctoral Seminars*

Guest Lecturer, From Political Economy to Economics (SPM 6064)

Guest Discussant, Sport and the State: Giorgio Agamben’s *Homo Sacer* (SPM 6017)

*Undergraduate*

Sport Finance (SPM 4505)

* Summer 2017: 8 students / students’ overall instructor rating M= 4.83 Mdn=5 (scaled 1-5; 5 indicates “Excellent”)
* Fall 2016: 40 students / students’ overall instructor rating M= 4.76 Mdn=5 (scaled 1-5; 5 indicates “Excellent”)

Sport Economics (SPM 4931)

* Spring 2016: 43 students / students’ overall instructor rating M=4.38 Mdn=5 (scaled 1-5; 5 indicates “Excellent”)
* Fall 2015: 38 students / students’ overall instructor rating M=3.72 Mdn=4 (scaled 1-5; 5 indicates “Excellent”)

Sport in Society (SPM 4012)

* Spring 2017: 40 students / students’ overall instructor rating M=4.47 Mdn=5 (scaled 1-5; 5 indicates “Excellent”)
* Spring 2015: 35 students / students’ overall instructor rating *M*=4.66 *Mdn*=5 (scaled 1-5; 5 indicates “Excellent”)
* Fall 2014: 40 students / students’ overall instructor rating *M*=4.14 *Mdn*=4.5 (scaled 1-5; 5 indicates “Excellent”)

**Study Abroad Course Development**

Social Issues in Sport in Spain (SPMT 4353)

**New Course Development**

Sport Economics: Special Topics in Sport Management (SPM 4931)

**New Online Course Development**

 Financial Management in Sport (SPMT 5321)

Financial and Economic Aspects of Sport (SPMT 4357)

**Awards, Grants, and Memberships**

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| **Grant Activity** |  |
| 2020 | Asada, A.,(PI), **Mcleod, C. M.** (co-PI). Employer branding in professional sports leagues: A psychological contract approach. Submitted to Sport Marketing Association ($1,200) |
| 2019 | **McLeod, C. M.** (PI). Policy implications of aspirational labor: A study of minor league baseball. UpJohn Institute ($5,000, not funded) |
| 2018 | **McLeod, C. M.** (PI), Pifer, N. D. (co-PI), Lumpkin, A. (co-PI). Biased expectations and labor market surplus in Minor League Baseball. Russell Sage Foundation ($49,000, not funded). |
| 2018 | **McLeod, C. M.** (PI), Odio, M. (co-PI), Furst-Holloway, S. (co-PI), & Mahoney, K. (co-PI). The punctuated lives of non-standard event employees. Russell Sage Foundation ($175,000, not funded). |
| 2017 | Flanagan, M. K. (PI), **McLeod, C. M.** (co-I), Horner, M. I. (co-I), Ternes, N. (co-I). Enhanced mobility for individuals experiencing homelessness: A sport-based service learning project. North American Society for Sport Management, service learning grant ($2,000, awarded) |
| 2017 | Newman, J. I. (PI), Coutts, C. (co-PI), Kim, A. C. H. (co-PI), Burdette, A. M. (co-PI), Andrews, D. L. (co-PI), **McLeod, C. M.** (R), Horner, M. (R). A community-based participatory approach to utilizing social media for increased team sport participation among social-disadvantaged youth in Tallahassee, FL. Submitted to National Institutes of Health, advancing health disparities interventions through community-based participatory research (U01 RFA-MD-15-010) ($1,750,000, not funded) |
| 2015 | Newman, J. I. (PI), Flanagan, K. M. (co-PI), & **McLeod, C. M.** (R). Cycling for health and mobility: A service learning partnership between Florida State University, Bicycle House, and the Leon County Comprehensive Emergency Service Center. Submitted to State Farm Youth Advisory Board ($58,375, not funded, 2015) |
| 2015 | **McLeod, C. M.** Connecting play-grounds: An initiative to build the sport social environment of Tallahassee youth sport leagues. Submitted to Aspire Zone Foundation, PASS THE BATON initiative (not funded) |
| 2014 | Flanagan, K. M. (PI), Newman, J. I. (co-PI), & **McLeod, C. M.** (R). Sport as medicine: Preventative and remedial treatment comparisons for persons with disabilities. Submitted to Patient-Centered Outcomes Research Institute. ($15,000 not funded) |

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| **Awards** |  |
| 2020 | Teaching Academy’s 2020 Departmental Excellence in Teaching Award ($25,000 awarded to the Department of Kinesiology & Sport Management Department)  |
| 2020 | Provost’s Institutional Effectiveness Excellence Award ($5,000 awarded to the Department of Kinesiology &Sport Management) |
| 2013 | Florida State University Legacy Fellowship ($200,000 awarded) |

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| **Memberships** |  |
| Current | North American Society for Sport Management |
| Current | North American Society for the Sociology of Sport |

**Service**

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| **To the Academy** |  |
| 2018, 2019 | Ad Hoc Reviewer, *Journal of Sport and Social Issues* |
| 2017, 2015 | Ad Hoc Reviewer, *International Review for the Sociology of Sport* |
| 2017 | Ad Hoc Reviewer, *Asia Pacific Journal for Sport and Social Sciences*  |
| 2016 | Ad Hoc Reviewer, *Sport Management Review*  |
| 2016, 2014 | Ad Hoc Reviewer, *Sociology of Sport Journal*  |
| 2015 | Ad Hoc Reviewer, *Journal of Amateur Sport*  |
| 2015 | Ad Hoc Reviewer, *Cultural Studies/Critical Methodologies* |

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| **To the University** |  |
| 2019 | Faculty Search Committee, Texas Tech University |
| 2018 | Faculty Search Committee, Texas Tech University |
| 2017 | Faculty Search Committee, Texas Teach University  |
| 2015 | Doctoral Student Member, Department of Sport Management Tenure-Track Faculty Search Committee, Florida State University |
| 2015 | Grade Appeals Committee, Florida State University  |
| 2013-2017 | Florida State University Fellows Society |

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| **To the Community** |  |
| 2019, 2020 | Member of Player Development Committee, More Than Baseball |
| 2016 | Curriculum Director, North Florida Freedom Schools culturally relevant physical education program |
| 2015 | Sport programmer and volunteer, Kearney Center Tallahassee, Florida (consolidated center for homeless services) |
| 2014 | Sport programmer and volunteer, Renaissance Community Center for Homeless Services in Tallahassee Florida |

**Referees**

Joshua I. Newman, Ph.D.

Professor

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Professor and Associate Dean

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Assistant Professor

Parks, Recreation and Tourism Management

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