



UO Sports Product Management

PLAYER'S ROSTER

Class of 2028

Introducing the Sports Product Management Class of 2028

At the University of Oregon's Sports Product Management Master's Program, our purpose is to develop leaders who will shape the future of the global sports and outdoor industry.



Located in Portland, a global hub for the sports and outdoor industry, the University of Oregon Sports Product Management program provides students with unparalleled access to the people, brands, organizations, and experiences that shape the industry. Through courses taught by industry professionals, guest speakers, and a strong network of alumni and partners, students learn directly from leaders across the field.

Experiential learning is at the heart of the SPM program. In our innovation lab, students work with industry tools and technologies while developing the skills to bring products from concept to market. These hands-on experiences, combined with coursework in consumer insights, product strategy, merchandising, leadership, and product development, help students connect classroom learning with industry practice.

Students also gain a global perspective through engagement with industry partners and experiences in key markets around the world. International internships, travel to Asia, and other opportunities provide firsthand exposure to the processes, relationships, and marketplaces that drive the global sports and outdoor industry.

As the industry continues to evolve, we remain committed to providing relevant, industry-connected learning experiences that prepare students for successful careers and meaningful contributions to the field.

We are proud to introduce the Class of 2028.

Jennifer Nolfi
DIRECTOR, SPORTS PRODUCT MANAGEMENT PROGRAM


OREGON
UNIVERSITY OF
OREGON
PORTLAND

The History of Sports Products at University of Oregon

The University of Oregon, founded in 1876, has been closely connected to the world of sports products. In 1938, UO anthropologist Luther Cressman discovered a pair of 10,000 year-old sandals from an erected volcanic landmass in Fort Rock, Oregon. In 1999, they were officially credited as the oldest shoes in the world.

In 1948, UO alumnus Bill Bowerman was named head track and field coach at the University of Oregon. Being a creative mind, he liked to experiment with anything he thought could make his runners better, from sports drinks to lightweight uniforms to, most importantly, shoes. The Oregon coach was constantly creating new products with the goal of giving his runners a competitive advantage by reducing the weight of their apparel and footwear.

Bowerman and one of his runners, Phil Knight, cofounded Blue Ribbon Sports in a handshake agreement in 1964. The company would become Nike in 1972. From vibrant football uniforms to revolutionary facilities, UO is at the forefront of the sports product world.

While UO calls Eugene home, it has several key degree programs in Portland including the Sports Product Management program. The historic addition of the Sports Product Management program in 2015 marked an important milestone for Portland and sports products.

The History of Sports Products in Portland

The relationship between Portland, often referred to as the Rose City, and sports products runs deep. Paul Lamfrom founded the Columbia Hat Company, named after the city's iconic river, in 1938. In 1948, Gert Boyle, daughter of Lamfrom, married Neal Boyle who led the company to what became Columbia Sportswear. Gert ultimately took the reins and steered Columbia to be the first of the "big three" sports product companies in Oregon. Nike and adidas would soon round out the trio.

A key turning point for the sports product industry was when Nike opened its world headquarters in Beaverton, Oregon. Nike and Columbia both continued to grow, which led adidas to follow suit and move its North American headquarters to Portland. More recently, Under Armour has laid claim to a bigger footprint in Portland. Their offices opened the summer of 2017. As a result, the state of Oregon has become the epicenter of global sports product companies and is home to 900-plus related companies—90 percent of which are located in the greater Portland area. This list includes Nike, adidas, Columbia, KEEN, Yakima, On Running, Gerber Gear, Danner, LaCrosse, Leatherman, Hoka, Arc'teryx, and Lululemon. UO Master of Science in Sports Product Management students experience many of these companies from the inside out through corporate field trips, projects, internships, and ultimately, careers.



PROGRAM COFOUNDERS



Roger J. Best

COFOUNDER, DIRECTOR OF RESEARCH AND PROGRAM ADVISOR

Roger Best is widely regarded as a pioneer in the field of marketing metrics. He has spent 25 years working extensively in marketing education and consulting with companies such as 3M, Agilent General Electric, Hewlett-Packard, DuPont, Eastman-Kodak, and Tektronix. After receiving his PhD in marketing from the UO, he has gone onto author several textbooks as well as become emeritus professor of marketing at the university. Best joined Schmidt-Devlin in founding the SPM program in 2012.

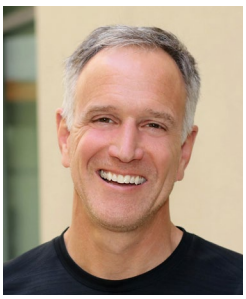


Ellen Schmidt-Devlin

COFOUNDER

After being personally mentored by Bill Bowerman and spending 27 years at Nike working in Hong Kong, Japan, Thailand, Korea and the USA, Ellen Schmidt-Devlin realized there wasn't a program out there that could prepare students to work in the sports product industry. After receiving her MBA at the UO Lundquist College of Business, Schmidt-Devlin and Roger Best cofounded the UO Sports Product Management program. Schmidt-Devlin earned her PhD at Case Western Reserve University. Most recently she enjoys teaching graduate students utilizing a practitioner scholar approach, "we develop students' global mindset, and innovation toolkit, with sustainability as the foundation. This involves teaching new concepts then spending time experimenting with team and individual projects with this new knowledge in a supportive environment."

FACULTY AND INSTRUCTORS



John Eberle

ACADEMIC DIRECTOR AND INSTRUCTOR

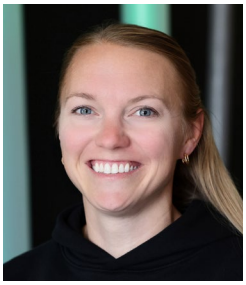
John Eberle enjoyed an outstanding career in the sports product industry—leading product development, marketing, and category general management for running, outdoor, and equipment product lines at both large and small brands around the world. For almost 15 years, Eberle directed international businesses for Nike—including equipment and running—which allowed him to visit or reside in nearly 50 countries during that time. Eberle manages the educational experience for the second-year master's program. He teaches four classes per year with an emphasis on international markets, go-to-market, omni-channel retail, and capstone projects.



Charlie Bame-Aldred

PRO TEM INSTRUCTOR

Charlie Bame-Aldred is the president and chairman of the HUB of Analytics Education. The HUB is a 501(c)3 organization registered in Massachusetts. The HUB's mission is to provide open educational resources (OER) to faculty interested in incorporating data analytics within their curriculum. The OER materials include large transactional datasets (5 million to 15 million records) with supporting information (e.g., process flowcharts and manuals) and exercises with suggested solutions. Bame-Aldred and the HUB team add fresh material each quarter to keep the educational environment current. Bame-Aldred also serves as a pro tem instructor at the University of Oregon, teaching courses in financial reporting in the Sports Product Business, Financial Statement Auditing, Financial Statement Analysis, Data Analytics Using Python, and Sports Analytics courses. Prior to joining the academic ranks, he was a senior manager for KPMG and the controller for First Union Capital Markets Corp. He previously taught for the KPMG Business School and developed executive education programs for Capital One, Manulife, and Washington Mutual.



Elizabeth Brock-Jones

PRO TEM INSTRUCTOR

Elizabeth Brock-Jones is currently a senior innovation footwear developer at Nike where she's worked for the past several years. During that time, she also worked with Nike's NSW, special projects, and the global express teams on projects that range from sandals and boots to ACG, running, and the entire Off-White x Nike: The Ten collection. Brock-Jones joined Ellen Schmidt-Devlin and Roger Best in 2012 to help launch the University of Oregon's Sports Project Management program, start the program's Innovation Lab, and work on first-year admissions. She received her BS in kinesiology from Iowa State, as well as an MS in biomechanics from the University of Tennessee and an MBA specializing in sports marketing from the University of Oregon.

Ian Durkee

PRO TEM INSTRUCTOR

Ian Durkee is a brand strategist and marketing leader with more than 15 years of experience across sport, lifestyle, and consumer brands. He spent the majority of his career at Nike, where he led digital and brand marketing initiatives for both the men's and women's businesses in North America, focusing on integrated storytelling, consumer engagement, and growth strategy.



Eric Goldner

PRO TEM INSTRUCTOR

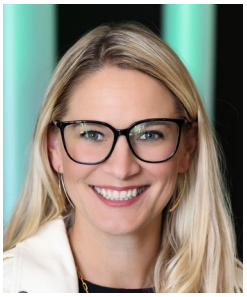
Eric Goldner is a supply chain senior executive with more than 25 years of global experience with multi-billion dollar consumer goods companies, including Nike, Coach, Wolverine, Keen Footwear, and Columbia Sportswear Company. He is a supply chain executive with a proven track record in growing revenue and profit and is highly effective in designing supply chain efficiency, sourcing strategy, and systems implementation that meets both internal customers and company needs. Goldner currently serves as a consultant with IAF Investments LLC, an agricultural commodity trading company based in Scottsdale, Arizona. He provides coaching and mentoring to students and professionals. He holds an MBA in international business from National University of San Diego, California.



Stephen Holmberg

PRO TEM INSTRUCTOR

Stephen Holmberg has a long-standing passion for the sport and outdoor industry and a strong interest in what drives consumers. He currently works in global consumer insights at Nike, where he is responsible for developing consumer insights, tracking brand equity, and incorporating findings into strategy. Prior to this experience, Holmberg held several roles within Nike ranging from strategy to brand marketing. Holmberg is a graduate of Dartmouth College and Harvard Business School.



Lindsey Holts

PRO TEM INSTRUCTOR

Lindsey Holts is a founding member of the University of Oregon's Sports Product Management program, which helped build and launch. She helped develop subsequent projects within the program, including the leadership certificate program and the online program. Her support for the program is rooted in developing young talent and creating opportunities for the industry to reinvest in its people across brands and products. Prior to her time with the UO, she worked at Nike across marketing roles in Los Angeles, New York City, and Beaverton, Oregon. Her love of sports started at a young age—she ran collegiately as an All-American for the University of Washington and went on to serve as a graduate assistant coach at the University of Oklahoma. She still enjoys coaching youth today. Holts earned her MBA with a focus on sustainability and entrepreneurship and currently maintains consulting clients in marketing and business development.



Greg Hoffman

PRO TEM INSTRUCTOR

Greg Hoffman is a global brand leader, former NIKE Chief Marketing Officer, and founder of the brand advisory group Modern Arena. For more than 27 years, Hoffman held marketing, design, and innovation leadership roles at NIKE. He has been recognized for his transformative leadership through *Fast Company*'s Most Creative People in Business, the *Business Insider*'s 50 Most Innovative CMO's, and *AdAge*'s Branding Power Players. During his time with the Nike brand, Hoffman drove themes of equality and empowerment through sport,

driven by his role as a leader within the NIKE Black Employee Network and NIKE Foundation Board of Directors. Today he serves on the boards of Summit Impact and the Minneapolis College of Art and Design.



Dave Kelley

PRO TEM INSTRUCTOR

Dave Kelley is the founder and principal of Zefyr LLC, a consultancy focused on optimizing partnerships between brands, factories, and material suppliers in the sports product space. A former 23-year Nike employee, Kelley worked at senior levels across materials management, manufacturing, supply chain and innovation, including stints in both Vietnam and Europe. He is a facilitator, collaborator, mentor, and coach with a proven history of driving change and improvement. Kelley has a BA in international affairs from Lewis and Clark College in Portland, Oregon, and a master's in international relations from George Washington University in Washington, D.C.



Nicholas Johnson

PRO TEM INSTRUCTOR

Nicholas Johnson is a sports product and innovation leader with more than 15 years of experience spanning product management, innovation, consumer insights, and commercial strategy. He currently serves as chief commercial officer at 9Tide Collective in Portland, Oregon. Prior to joining 9Tide, Johnson spent more than 12 years at Nike, progressing through roles in marketing, product management, and innovation. He served as a senior innovator for more than seven years, including two years based in Colombo, Sri Lanka, before returning to Nike's global headquarters in Beaverton. Throughout his career, Johnson has focused on product innovation, product launches, consumer insights, and cross-functional collaboration, helping translate new ideas and consumer needs into meaningful products and commercial opportunities.



Brett Kirby

PRO TEM INSTRUCTOR

Brett Kirby aims to ignite people's imaginations about what is possible so that they can be better today than yesterday. Whether it be in the field, the lab, or in the classroom, Kirby works via a blended process of science and innovation inclusive of observing, associating, questioning, and experimenting. He currently directs the human endeavor and performance team in the Nike Sport Research Laboratory in Beaverton, Oregon where his team focuses on holistically solving athlete problems through human performance optimization. His work aims to identify the bottlenecks on human performance, to circumnavigate these human vulnerabilities, and to apply unique methods to unmask human capability. An applied integrative human physiologist by training, Kirby is also an adjunct instructor for the University of Oregon Sports Product Management program and Sports Product Design graduate programs, as well as an honorary fellow for the University of Exeter Sport and Health Sciences Department. He consults and coaches professional—and recreational—level athletes, and has published over 35 peer-reviewed scholarly articles. Prior to Nike, Kirby received his PhD in human bioenergetics from Colorado State University and performed postdoctoral fellowships at Emory University in cardiology and at Duke University in hematology and biomedical sciences.



Krista Martenson

INNOVATION LAB MANAGER AND APPAREL INSTRUCTOR

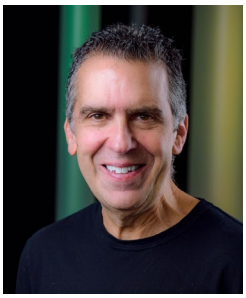
Krista Martenson is president of Krista Cary, LLC, a design, development, and manufacturing consulting firm for apparel and soft goods. There she works with clients at all levels of product development from initial concept to bulk production. Martenson's design, product development, and marketing career spans over 30 years with companies such as Toklat Originals, JakPak, Solstice, Nike, Gerber Legendary Blades, Redington, Hanna Andersson, Jantzen, Go Fish Ltd., Color & Design Exhibits, and Harry & David. She holds an MBA from Southern Oregon University and an AAD in apparel design from Bassist College. She has taught courses in marketing, creative problem solving, and apparel development at Bassist College, The Art Institute, and UO SPM. She is a founding and current board member of Open Studios of Beavercreek.



Rushil Nori

PRO TEM INSTRUCTOR

Rushil Nori is a strategy and commercial leader whose career has taken him from India to Portland and from the SPM classroom to senior leadership at adidas. A 2019 graduate of the University of Oregon's Sports Product Management program, Nori joined adidas shortly after graduation and has steadily progressed through roles in merchandising, digital commerce, commercial strategy, marketplace strategy, and retail planning. He currently serves as senior director of retail planning, where his work focuses on translating consumer and marketplace insights into growth strategies and stronger commercial performance. His career at adidas has included leading digital partner strategy, developing multi-year growth plans, strengthening omnichannel execution, and helping drive significant expansion across key areas of the business. In 2025, Nori returned to SPM in a new role as an instructor teaching Strategic Management. He now brings the same industry perspective, strategic thinking, and global experience that have shaped his own career back into the classroom. Before joining adidas, Nori built experience across strategy, operations, marketing, business development, and sourcing in both India and the U.S., giving him a broad perspective on how products, brands, and businesses grow.



John Notar

PRO TEM INSTRUCTOR

John Notar is a creative professional with 30 years of diverse sport apparel and equipment product creation, management, and leadership experience. He has a proven track record of strategic visioning, team leadership, product execution, and serving the world's greatest athletes and teams with innovative product solutions. Notar retired from Nike after more than 28 years in key leadership roles, including divisional vice president of global apparel sports categories. Since leaving Nike, he has been an instructor and assisted with curriculum development for the University of Oregon's Sports Product Management program. He is also a consultant for the sports product industry.



Rafael Ortega

PRO TEM INSTRUCTOR

Rafael Ortega has spent more than 30 years in the sports, fitness, and outdoor industries working across commercial sales and product creation. He began his career at Nike in retail before moving into global football (soccer), where he helped build the brand and business from the ground up. During his time at Nike, Ortega contributed to the company's growth from a $4 billion enterprise to more than $42 billion, while helping scale the global football business from $40 million to $2.9 billion. His work included leading the creation and delivery of what became the world's greatest football, collaborating with the sport's most iconic leagues and teams including the Premier League and FC Barcelona. Following Nike, Ortega joined American legacy brand YETI, where he worked across multiple product categories and helped launch the company's first-ever sports marketing partnership with the Red Bull Racing Formula 1 team. Raised in a multicultural environment and having lived throughout the United States while working in nearly 40 countries, Ortega brings a deeply global perspective to his work. His academic journey includes studies at the University of Colorado Boulder, the University of Portland, the University of San Francisco, and the University of Oregon Sports Product Management program, along with guest lectures at the University of Notre Dame, Claremont Colleges, and Loyola University Chicago.



Jinky Panganiban

PROFESSOR OF PRACTICE

Jinky Panganiban is an accomplished global executive and mentor with more than 20 years of experience in general management, product creation, merchandising, brand, sales, and strategy in the sports and lifestyle industry. She has worked with diverse teams across cultures and led businesses in Asia Pacific, U.S., Latin America, and Europe for Nike, Inc. Panganiban is a big proponent of diversity and inclusion and was an active mentor for both the Asia Pacific network and the Women's network. She also received certification for diversity and inclusion from Stanford University. She is currently an angel investor and part of a network that is focused on raising the next generation of sports companies and leaders through funding and mentoring for founders. She also sits on the board of two nonprofit organizations that benefit women entrepreneurs and diverse communities.



Chris Sataua

PRO TEM INSTRUCTOR

Chris Sataua is an experienced product and business management professional in the sports product industry. After graduating from the University of Oregon's Sports Product Management program, he held leadership roles in product management at Careismatic Brands, BALA Footwear, and Revant Optics. He has worked for founder-led startups, private equity-backed and public companies, and fully vertical businesses—from raw materials to retail—as well as global wholesale distributors. He has also started his own companies, from ideas to profitable reality. Central to every endeavor has always been people and products. He has worked across cultures, from Latin America to Europe and both coasts of the U.S. He also speaks Spanish, French, and English.



Lorrie Vogel

PRO TEM INSTRUCTOR

Lorrie Vogel is a designer, innovator, and sustainability expert with more than 30 years of global experience leveraging design thinking to accelerate innovation. She enjoyed a 21-year career at Nike, with her last role as vice president of Nike's material science and innovation division. She was named to *Fast Company*'s Fast 50, the magazine's annual compilation of innovative companies and "incubators of genius," and was also recognized by OMSI as one of the top 12 innovators, holding more than 30 utility patents. Lorrie cofounded the Sustainable Apparel Coalition in 2010. Her sustainable design work has been featured in several publications, including an MIT case study. She is currently the founder of ImagineNOW, a consultancy that partners with Fortune 500 companies to develop their design, innovation, and sustainability strategies.



Scott Welch

PRO TEM INSTRUCTOR

Scott Welch is a senior level team leader dedicated to evolving clothing and textiles into a force for good. He is the founding executive director of the Loopt Foundation, where he works with industry leaders to eliminate pre-consumer waste in textile production. Previously, he built the Global Corporate Relations Program for the Columbia Sportswear Company's family of brands (which includes Columbia, Mountain Hardwear, prAna, and Sorel), which he then directed for more than a decade. At Columbia, Welch created dynamic campaigns with the National Park Foundation, Ocean Foundation, Planet Water, and others—which were featured by *The New York Times*, CNN, *National Geographic*, National Public Radio, and other regional media outlets—and directed the donation of almost $50 million in cash and product. Welch earned his BS in political science from Portland State University, as well as certifications in business strategy from McKinsey Academy and international grantmaking from Tufts University. He served as an adjunct instructor at the Portland State University School of Business and was a founding member of the University of Oregon's Sports Product Management program's external advisory board. He is also a member of the National Breast Cancer Foundation's advisory board.



Stephanie Vardavas

PRO TEM INSTRUCTOR

Stephanie Vardavas has enjoyed a varied career spanning more than 45 years in sports business, and she is one of a very small number of attorneys who has represented a major sports league, athletes, an athlete representation agency, major sports events, and a major sponsor. She began her career at Major League Baseball in 1979 and retired from Nike in 2011. At Nike, she worked in sports marketing, product safety and regulatory compliance, and trademarks. Since leaving Nike, she has continued to practice in those areas and also advises nonprofit organizations. She is a cofounder of 6453 Alumni, an association of former Nike employees and Nike sponsored athletes. She was a board member (and board member emeritus) of the Sports Lawyers Association from 1995 until 2021 and is a former chair of the Oregon Commission for Women. She holds a Bachelor of Arts from Yale and a Juris Doctorate from Fordham Law School. Vardavas is admitted to practice law in New York and Oregon and before the Supreme Court of the United States. She is an original member of the SPM faculty and has been teaching second-year students since 2016.

95%

OF OUR INSTRUCTORS ARE FROM THE SPORTS AND OUTDOOR PRODUCT INDUSTRY

STAFF



Jennifer Nolfi

DIRECTOR, SPORTS PRODUCT MANAGEMENT PROGRAM

Jennifer Nolfi has more than 20 years of expertise in the government and corporate affairs sector, weaving together ideas, people, and resources to bring new programs to life and forge profitable new partnerships. Nolfi has a deep network of relationships throughout Oregon, consisting of key leaders in the private industry, higher ed, the nonprofit sector, and all levels of government. She has been recognized throughout her career for an abundance of “can do” entrepreneurial passion and the ability to persevere past obstacles, skeptics, and negative thinking. Nolfi is passionate about making a positive impact. While at Prosper Portland she lead the first comprehensive study of the region’s sports and outdoor industry in the country. That study and action plan demonstrated the important economic impact of the industry as a source of innovation, jobs, business formation, growth, and the need for educational programs developing future leaders.



Doug Burzell

MANAGER, USER SUPPORT SERVICES, PORTLAND PROGRAMS

Doug Burzell has been with the University of Oregon for 25 years. He is the newly-appointed manager for the Portland User Support Services team and is working hard to create meaningful change in how we support each other in this changing environment.



Angie Gassner

CONSULTANT, INTERNSHIP AND CAREER PREPARATION

Angie Gassner has more than 25 years of experience in talent acquisition, including nearly six years at Nike. She has viewed hundreds of thousands of resumes and conducted over ten thousand interviews over the course of her career and is using that experience to prepare our SPM students to secure internships and jobs in the industry. Gassner has been working with the UO Sports Product Management program since fall 2021 and loves connecting students to the industry. She has a BS in business administration from the UO Lundquist College of Business and is a proud Duck! Outside of work, she loves to travel, hike, discover new restaurants, and spend time with her husband, Aaron and two children, son Kellen and daughter Maya, and their dog Olive.



Lesley Hollon

SENIOR ASSOCIATE DIRECTOR, INDUSTRY RELATIONSHIP AND ENGAGEMENT

Lesley Hollon joined the UO Sports Product Management program in May 2023 and brings more than eight years of career advising and industry relationship development experience to her role. Hollon’s previous experience includes serving as a senior student and employer advisor at Tulane University, managing alumni and employer relationships throughout the Northwest for Savannah College of Art and Design, and recruiting talent within the tech industry. In her new role, she is looking forward to developing mutually beneficial partnerships between industry and the SPM faculty, staff, students, and alumni. Hollon has a BA in international relations from Miami University of Ohio and a master of social work from Tulane University.



Krystina Jensen

EXECUTIVE ASSISTANT

Krystina Jensen is a detail-oriented professional with expertise in executive administration, veterinary rehabilitation, and real estate operations. As an executive assistant at the University of Oregon Lundquist College of Business, she ensures seamless operations and high-level support. With over seven years as a veterinary assistant at Salem Oregon Animal Rehabilitation, Inc., Krystina specializes in rehabilitation treatments, client education, and patient care. Her background also includes real estate administration roles

at RE/MAX and Town & Country Realty, where she managed transactions, scheduling, and client communications. Known for her adaptability and efficiency, Krystina excels in managing workflows, coordinating operations, and delivering exceptional service across industries.



Erika Morales

EVENTS COORDINATOR

Erika Morales brings a passion for event planning and management to the Sports Product Management program. Prior to joining the University of Oregon, Morales served as the registration director and office manager for a local community center, where her role included event management, building management, procurement, and the development of a new registration system. Morales began her career as a manager for a large mortgage lender before taking some time to focus on her family and volunteer work. During the COVID pandemic, she turned to her creative side and began a custom cushion business. She also partnered with a local t-shirt business to re-purpose their dead t-shirt stock into face coverings. Over a year's time, she designed, cut, sewed, and sold thousands of face coverings and custom cushions. Morales was born and raised in the Pacific Northwest and has called Oregon home for the past 30 years, having lived in both Portland and Bend. Outside of work, she enjoys camping, going to see live music, gardening, crafting, snuggling her rescue dog, or attending her children's sporting events.



Tristan Norbert

ASSOCIATE DIRECTOR, STUDENT EXPERIENCE

Tristan Norbert joined the UO Sports Product Management program in the spring of 2020. Norbert transitioned to higher education after being a director at a sports and education nonprofit and a collegiate tennis coach in Boston, Massachusetts. Early in his career, he spent three seasons traveling the country as a wilderness firefighter. With over a decade of working with students to achieve their goals, Norbert is passionate about coaching, advising, and striving toward equitable communities. Originally from the East Coast, he is always ready to talk sports, especially about his beloved Philadelphia teams. When not working, you can find him exploring Oregon with his wife Mari, son Kip, and their dog Emmy.



Daisy Sandoval

ASSISTANT DIRECTOR, GRADUATE RECRUITMENT

Daisy Sandoval has extensive experience in the retail industry, having worked at both Gap Inc. and at the corporate level on Nike's talent acquisition team, where she consistently delivered exceptional results to all shareholders while sustaining an elevated consumer experience. Sandoval received degrees in global business and French from the University of Oregon. As a first-generation Latina, she has a unique perspective on the accessibility of higher learning. With her lived experience in both the academic world and the workplace, she strives to provide equity and inclusion to establish means for anyone to achieve the promises of higher education.



CLASS OF 2028

The UO Sports Product Management Master of Science class of 2028 is an elite group of students with diverse backgrounds.

Each student was chosen because of their track record of results and potential to become a future leader in the sport product industry. Introducing our Portland program class of 2028.



24%
FORMER COLLEGIATE ATHLETES

8%
INTERNATIONAL

29%
FEMALE

26
AVERAGE AGE

75%
RETAIL EXPERIENCE



Kyra Albritton

LUBBOCK, TX

DEGREES: Bachelor of Science, Fashion Merchandising, Texas Tech University, 2026

SPORTS EXPERIENCE: Skateboarding



Edward Alontaga

SAN DIEGO, CA

DEGREES: Bachelor of Arts, Economics, Minor in Finance, St. Francis College, 2011

EMPLOYERS: Tennis Teaching Pro, HJK Ventures; Key Account Manager, Harvest Sherwood Food Distributors

ADDITIONAL LANGUAGES: Spanish

SPORTS EXPERIENCE: Student-athlete, pro tennis coach



Andres Arciga

LOS ANGELES, CA

DEGREES: Bachelor of Science, Kinesiology, Oregon State University, 2024

SPORTS EXPERIENCE: Snowboarding, basketball, weightlifting



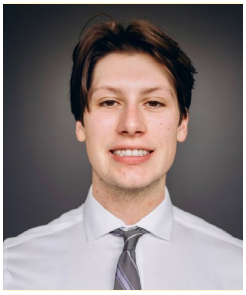
Sadie Boyd

INDIANOLA, IA

DEGREES: Bachelor of Arts, Industrial Design, Textile Science and Product Performance, Iowa State University, 2020

EMPLOYERS: Operations Associate, Minimal Gear; Product Developer, Mosswood Outdoor Gear

SPORTS EXPERIENCE: Biking, bikepacking, running, trail running, skiing



Matthew Campbell

PORTLAND, OR

DEGREES: Bachelor of Science, Business Administration, Oregon State University, 2024

EMPLOYERS: Product Guide, Arc'teryx; Marketing Assistant, Precision Solutions

SPORTS EXPERIENCE: Student-athlete, gym member, Alpine activities



Andrew Cassidy

BOZEMAN, MT

DEGREES: Bachelor of Science, Earth Sciences—Geography, Montana State University, 2017

EMPLOYERS: Manager, Northern Lights Trading Co.

SPORTS EXPERIENCE: Mountain sports athlete, skier, climber, biker, trail runner, river runner and guide



Aidan Coulson

PORTLAND, OR

DEGREES: Bachelor of Science, Business Administration, Advertising Management, Minor in Design Management, Portland State University, 2020

EMPLOYERS: Sales Lead, Road Runner Sports; Graphic Designer, Oregon Health and Science University

ADDITIONAL LANGUAGES: English

SPORTS EXPERIENCE: Running



Emma Cress

BOERNE, TX

DEGREES: Bachelor of Business Administration, Business Management/Consulting, Minor in Sports Management, Texas A&M, 2025

SPORTS EXPERIENCE: DI SEC equestrian athlete, skiing, soccer



Dmitri Custode

FAIRFAX, VA

DEGREES: Bachelor of Science, Industrial Design, James Madison University, 2024

EMPLOYERS: Design Coordinator, Crate

SPORTS EXPERIENCE: Varsity cross-country athlete, backcountry camper, gym-goer



Ford Dilworth

RALEIGH, NC

DEGREES: Bachelors, Sport Management, North Carolina State University, 2024

EMPLOYERS: Crew Lead, Montana Conservation Corps

SPORTS EXPERIENCE: Backcountry backpacking, snowboarding, whitewater rafting, basketball, soccer



Donovan Dorsey

ANNE ARUNDEL COUNTY, MD

DEGREES: Bachelor of Science, Marketing, Hampton University, 2025

EMPLOYERS: Lead Associate, Footwear, Under Armour; Guest Relations Teammate, FX Well

SPORTS EXPERIENCE: Lacrosse, football



Spencer Dotseth

SAINT PAUL, MN

DEGREES: Bachelor of Science, Mechanical Engineering, Minor in Mathematics, University of Iowa, 2020

EMPLOYERS: Site Manager, Senior Engineer, GMP Consulting Inc; Design Engineering Co-Op, Whirlpool

SPORTS EXPERIENCE: Running, football, swimming, lacrosse



Ella Eastman

AGAWAM, MA

DEGREES: Bachelor of Business Administration, Marketing, Boston University, 2026

SPORTS EXPERIENCE: Track and field, road cycling, swimming, weightlifting, equestrian sports, skiing



Brady Ford

KLAMATH FALLS, OR

DEGREES: Bachelor of Science, Advertising, Multimedia, University of Oregon, 2022

EMPLOYERS: Brand Designer, Kafiex Roasters; Marketing, TTI

SPORTS EXPERIENCE: Skiing



Daryush GhaneaBassiri

PORTLAND, OR

DEGREES: Bachelor of Arts, Chemistry, Reed College, 2025

EMPLOYERS: Key Holder, Wilson Sporting Goods; Athlete Advisor, Wilson Sporting Goods

ADDITIONAL LANGUAGES: Spanish

SPORTS EXPERIENCE: Soccer, coaching



Sam Hanley

ASHEVILLE, NC

DEGREES: Bachelor of Science, Engineering, Concentration in Biomedical Engineering, Minor in Physics, University of North Carolina at Charlotte, 2025

EMPLOYERS: Team Lead, New Balance

SPORTS EXPERIENCE: Running



Annabeth Holsinger

CHARLOTTESVILLE, VA

DEGREES: Bachelor of Arts, Psychology, Minor in Education, Gettysburg College, 2026

SPORTS EXPERIENCE: Division III student-athlete, marathon runner



Andrew Larson

PHOENIX, AZ

DEGREES: Bachelor of Science, Business Management, Minor in Apparel Construction and Fashion Design, Brigham Young University-Idaho, 2026

SPORTS EXPERIENCE: Running, basketball, rock climbing



Katie Leija

CHANDLER, AZ

DEGREES: Bachelor of Engineering, Mechanical Engineering, Minors in Classical Studies and Applied Mathematics, University of Washington, 2026

SPORTS EXPERIENCE: Yoga, mobility aid research



Mackenzie Leith

PORTLAND, OR

DEGREES: Bachelor of Business Administration, Minor in Communication Studies, University of Puget Sound, 2026

SPORTS EXPERIENCE: Student athlete, club volleyball coach, fitness instructor



Natalie Long

SUNNYVALE, CA

DEGREES: Bachelor of Science, Food Science, Concentration in Culinology, California Polytechnic State University: San Luis Obispo, 2023

EMPLOYERS: Consumer Scientist I, Mondelez International; Product Development, Bunge

SPORTS EXPERIENCE: Softball, hiking, running



Brandon Mancroni

ROCK HILL, NY

DEGREES: Bachelor of Science, Sport Management, SUNY College at Cortland, 2024

EMPLOYERS: Technician and Sales Associate, Orange County Snowboard, Ski, and Bike; Rental Room Manager, Holiday Mountain

SPORTS EXPERIENCE: Skiing and snowboarding, rock climbing, mountain biking



Augie Masucci

BERNARDSVILLE, NJ

DEGREES: Bachelor of Arts, Environmental Studies, Gettysburg College, 2017

EMPLOYERS: Project Controls Specialist, Stantec Consulting Services; Project Management Assistant, Stantec Consulting Services

SPORTS EXPERIENCE: DIII lacrosse, ice hockey, endurance sports



Ebony McMillan

MELBOURNE, AUSTRALIA

DEGREES: Bachelor of Science, Marketing, Oregon Institute of Technology, 2026

SPORTS EXPERIENCE: Student-athlete, basketball



Josh Morford

WEST LINN, OR

DEGREES: Bachelor of Science, Marketing, Sports Business, Organizational Leadership, Oregon State University, 2025

EMPLOYERS: Account Executive,Fisher Investments

SPORTS EXPERIENCE: Student athlete, high school lacrosse coach



Andrew O'Leary

LIVERPOOL, NY

DEGREES: Bachelor of Business Administration, Marketing and Management, Seton Hall University, 2012

EMPLOYERS: Footwear Expert, Scheels; Field Marketing Representative–Midwest, OOFOS

SPORTS EXPERIENCE: DI cross-country and track athlete, 5th Degree Black Belt in Kenpo Karate



Justin Smith

WEST TISBURY, MA

DEGREES: Bachelor of Business Administration, Marketing, St. Mary's College of California, 2017

EMPLOYERS: Director of Sales, Key Accounts, Full Turn Custom Apparel; Senior Account Manager, Full Turn Custom Apparel

SPORTS EXPERIENCE: Golfing, skiing



Trevor Smith

PORTLAND, OR

DEGREES: Bachelor of Business Administration, Finance, Public Relations, Chapman University, 2024

EMPLOYERS: Staff Accountant, Waste Connections; Investor Relations Analyst, Elevate Investor Relations

SPORTS EXPERIENCE: DIII men's soccer, backpacking, snowboarding



Cason Stallings

LUBBOCK, TX

DEGREES: Bachelor of Engineering, Industrial Engineering, Texas Tech University, 2026

SPORTS EXPERIENCE: Basketball, running, lifting



Suchith Sudhir Chethana

BENGALURU, INDIA

DEGREES: Bachelor of Engineering, Electronics and Instrumentation Engineering, Dayananda Sagar College of Engineering, 2020

EMPLOYERS: Product Manager, DreamLine AI; Quality Manufacturing Engineer, Ackley Metal Products

ADDITIONAL LANGUAGES: Kannada

SPORTS EXPERIENCE: Soccer, swimming, running, yoga



Sam Suk

KIRKLAND, WA

DEGREES: Bachelor of Arts, Business and Data Analytics, Seattle University, 2022

EMPLOYERS: Business Analyst II (Co-Lead) and Salesforce System Administrator, Providence Health Plan

ADDITIONAL LANGUAGES: Korean, Spanish

SPORTS EXPERIENCE: Soccer, skiing, calisthenics, yoga



Jason Tatman

SARATOGA, CA

DEGREES: Bachelor of Arts, Business (International Emphasis) and Chinese, University of Puget Sound, 2018

EMPLOYERS: Overseas Sales Specialist/ Global Market Manager, Ganzhou HPY Technology Co., Ltd.; English Second Language Teacher/Senior Teacher, EF English First

ADDITIONAL LANGUAGES: Mandarin

SPORTS EXPERIENCE: DIII football player



Eliana Valenzuela Cabriales

BOULDER, CO

DEGREES: Bachelor of Arts, Journalism, Minor in Sports Media, University of Colorado Boulder, 2024

EMPLOYERS: Minor Freelance Writer, The Sporting News; Visuals Merchandising, Nike

ADDITIONAL LANGUAGES: Spanish

SPORTS EXPERIENCE: Sports reporter



Blair Voorhees

KETCHUM, IDAHO

DEGREES: Bachelor of Science, Business, Minor in Outdoor Products, Oregon State University, 2026

SPORTS EXPERIENCE: Student-athlete, coaching



Keegan Wilburn

ATHENS, OH

DEGREES: Bachelor of Arts, Sports Management, Ohio University, 2023

EMPLOYERS: Sales Representative, Game Day Skinz

SPORTS EXPERIENCE: Football collegiate athlete



Jasmine Yadeskie

SPRING CREEK, NV

DEGREES: Bachelor of Science, Kinesiology, Minor in Nutrition, University of Utah, 2023

EMPLOYERS: Exercise Physiologist, Skagit Regional Hospital; Wellness Advocate, Resilience Natural Medicine

SPORTS EXPERIENCE: Personal training, applied exercise science (kinesiology), strength and conditioning, gymnastics, trail running, skiing



Wiktor Zaton

LÓDZ, POLAND

DEGREES: Bachelor of Science, Sport Management, Minor in Business Administration, Mcpherson College, 2024

EMPLOYERS: Personal Trainer, Administration Employee, Site Supervisor/Coordinator, Greater Wichita YMCA

ADDITIONAL LANGUAGES: Polish

SPORTS EXPERIENCE: Personal trainer, fitness group instructor, former student-athlete



CLASS OF 2028 STUDENT JOURNEY

	FALL YEAR 1 CONSUMER	WINTER YEAR 1 CREATION	SPRING YEAR 1 GLOBAL	SUMMER	FALL YEAR 2 BUSINESS	WINTER YEAR 2 LAUNCH
COURSES	Consumer Insights Design Thinking Sports Product Management and Merchandising Sports Product Branding Leadership I Product Creation Lab I	Human Performance and Sports Product Sports Product Development Sourcing & Costing Strategies Sustainability in Sports Products Professional Development I Product Creation Lab II	Managing Global Business Strategic Management Sports Product Marketing Strategy Sustainable Supply Chain Professional Development II Product Creation Lab III	Industry Summer Experience	Financial Accounting Merchandising Management Law and Ethics in Sports Product Management Go to Market Professional Development III	Digital Connections Capstone Project Industry Project Leadership II
EXPERIENCES	Product Creation Company Visit	Product Creation Domestic Trip Seattle Company Visit	Product Creation International Trip Europe Company Visit	International Trip Asia	Company Visit	Company Visit
CAREER/PROFESSIONAL DEVELOPMENT	Industry Mentor Introduction Resume and Application Packet Development LinkedIn Overview Networking Overview Insights Discovery and Team Charter	Interview Skills and Telling Your Story Mock Interview Day Insights Discovery and Team Development	Industry Summer Experience Search and Support Public Speaking Intercultural Experience Insights Discovery and Team Development	Industry Summer Experience • Internship • Personal Project • Retail	Merchandising Workshop Functional Skill Refinement and Networking Insights Discovery and Team Development	Job Search and Salary Negotiation Support Working with an Agency Workshop Insights Discovery and Team Development

GLOBAL IMMERSION

Asia Footwear and Apparel Experience

From factory floors in Vietnam to design studios and retail showrooms in Tokyo, our students experience the global sports and outdoor product industry firsthand, connecting classroom concepts to real-world product creation. As part of the Portland-based Master's in Sports Product Management, this 10-day immersion is more than a trip, it's a career-shaping journey. And no other graduate program in sports product management offers this kind of direct, on-the-ground exposure to Asia's sportswear manufacturing and retail ecosystems.

TRIP HIGHLIGHTS:

- Behind-the-scenes factory tours with top manufacturers like Ching Luh, Lai Yih, and Alliance One
- Brand engagements with industry icons such as Arc'teryx, Goldwin, and Columbia, exploring sustainability and market entry strategies
- Cultural deep-dives from the Mekong Delta to Tokyo's Cat Street, connecting lifestyle with consumer behavior
- Networking with international leaders across design, production, and sustainability
- Memorable moments like a traditional Yakatabune boat dinner and immersive meals throughout Vietnam

This is transformative education in motion students return more globally aware, business-savvy, and prepared to lead in a fast-evolving industry. Students describe it as "life changing" because nothing compares to seeing global innovation in action.

Please note: Global trip locations may vary each year to align with our evolving curriculum and the ever-changing pace of the industry.

ACADEMIC CALENDAR

FALL TERM 2026	DATES
Orientation	Sept. 23-26
Classes begin	Sept. 28
Veteran's holiday	Nov. 11
Thanksgiving holiday*	Nov. 26-27
Last day of classes	Dec. 4
Final examinations	Dec. 7-11

WINTER TERM 2027	DATES
Classes begin	Jan. 4
Martin Luther King holiday*	Jan. 18
Seattle, Washington Trip	Feb. 25-27
Last day of classes	March 12
Class of 2027 commencement	March 12
Final examinations	March 15-19

SPRING TERM 2027	DATES
Classes begin	March 29
Europe International Trip	May 8-16
Memorial Day holiday*	May 31
Last day of classes	June 4
Final examinations	June 7-11

SUMMER TERM 2027	DATES
Summer Experience	June 21-Aug. 31
Juneteenth holiday	June 18
Independence Day holiday	July 4
Labor Day holiday	Sept. 6
Asia International Trip	Sept. 7-18

FALL TERM 2027	DATES
Classes begin	Sept. 27
Veteran's holiday	Nov. 11
Thanksgiving holiday*	Nov. 25-26
Last day of classes	Dec. 3
Final examinations	Dec. 6-10

WINTER TERM 2028	DATES
Classes begin	Jan. 3
Martin Luther King holiday*	Jan. 17
Last day of classes	March 10
Class of 2028 commencement	March 10

COURSE DESCRIPTIONS

CAPSTONE PROJECT: The SPM capstone is a cross-disciplinary conclusion to students' 18-month learning of product management through the lens of a final project. In this course, students will demonstrate knowledge of the complete product process by building product proposals from concept to product launch. Students will work in their teams and follow the process set out in the program and end-of-term checkpoints. In addition to showing efficiency in each product stage, each individual will focus on an area of excellence to deepen their understanding and application to their project. By having a focus area, students can create expertise in their final term to gain valuable, insightful, and relevant experience to their careers.

CONSUMER INSIGHTS: This course is an overview of the consumer research process from a methodological perspective, designed to provide a foundation for effective business decision-making. It is intended to make you a well-informed user of relevant consumer research techniques. The skills covered in this course are highly applicable to business problems encountered in sports product companies, as well as other industries. Specifically, course participants will learn to unambiguously define a research goal, create an effective measurement instrument (e.g., survey, focus group, in-depth interview, experiment), execute the research, rigorously analyze the data collected, and present the insights/learnings.

DESIGN THINKING: This course introduces students to the practice and methodologies of design thinking (also frequently referred to as human-centered design). As defined by Tim Brown, former CEO of IDEO, "Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." In essence, design thinking will equip you with a method of problem-seeking and problem-solving that can help lead to breakthrough insights and solutions. Throughout its history, design thinking has been applied to a broad range of challenges, from product innovations to social impact projects in the developing world. In this course, we'll cover the history and philosophy of design thinking and experience all of the steps and elements of the process. We'll practice using design thinking to develop products, services, and even apply it to understand organizational dynamics. Students will leave the course with a solid understanding of what design thinking is and how to apply it in their future careers.

FINANCIAL ACCOUNTING: The primary goal of this course is to help you become financially intelligent about sports product companies, able to ask good questions, and answer many of them through reading and analysis of the financial statements, related notes, and other company disclosures. Sports products companies have similar revenue stream choices, supply chain strategy choices, financing choices, distribution, and marketing channel choices. Other types of product creation companies make similar choices. The choices these companies make in these areas, and the quality of their management of resources and financing will determine not only their profitability but their ability to adapt to unexpected demand changes and competitive situations, crises such as COVID, and their ability to pivot to take advantage of new opportunities. Financial report analysis provides a powerful tool to determine how resilient a company is in challenging times and may point to strategies that they may need to employ to survive. By looking at a variety of companies' financial reports, you will better understand successful management approaches, tools used to manage resources, and strategies used to address economic environment challenges. Being financially intelligent as you enter your careers will make you a better employee by giving you tools that could potentially help identify areas of opportunity and risk for your employer.

GO-TO-MARKET: This course focuses on the go-to-market (GTM) process in the outdoor and sporting goods industries. We track the consumer journey through various functions—merchandising, marketing, operations, product, and commercial—and apply real-world scenarios that force critical thinking. Students then apply these new skill sets to their team projects.

HUMAN PERFORMANCE AND SPORT PRODUCT: This course is a focused exploration of the core sciences of human performance: physiology and kinesiology, which inform the sports product industry at the level of product development, product design, innovation strategy, and marketing. Key challenges to human performance, including balancing work and energy, environmental stressors, training, fatigue and recovery, and the interplay between the athlete and their clothing, footwear, and equipment in multiple dimensions, will be studied from the scientist's perspective and through case studies.

INDUSTRY PROJECT: This course creates personalization based on student interests and goals through business experiences designed to place students in the sports and outdoor industry related to their career emphasis. They either work on building a plan for their own entrepreneurial endeavor or work with a brand in the industry to provide solutions for real-life business problems and opportunities. The end goal in both cases is to deliver a business plan that leverages all the skills sets that they have accumulated throughout the program and pitch it back to their key stakeholders.

DIGITAL CONNECTIONS: This course is designed to provide students with a comprehensive understanding of the digital aspects of business and marketing, preparing them for success in the rapidly evolving digital landscape. The course will cover key topics such as artificial intelligence (AI) application, blockchain adoption, social media algorithms, and integrated digital marketing. Students will learn the foundations of these technologies, frameworks for application in business and marketing, and how to leverage them effectively to drive growth and innovation.

LAW AND ETHICS: This course is designed to familiarize students with the principal legal and ethical issues often confronted by product managers and entrepreneurs in the sports and outdoor product industry. These include product ideation and intellectual property issues; formation of a startup company; licensing as a business model; materials selection and maintenance of an ethical supply chain; product safety and compliance; packaging and labeling warranties; product performance claims; truth in advertising and marketing; peculiar pitfalls of sports marketing; international business issues like customs, tariffs, trade agreements, and the Foreign Corrupt Practices Act; legal and ethical sales practices; and post-sales issues like recalls, recycling, and product takeback requirement.

LEADERSHIP: The Leadership curriculum is a two-part journey that begins in year one and culminates in year two, providing the foundation for career and professional growth. These courses serve as bookends to your leadership development, equipping you with essential skills to succeed in the sports and outdoor industry. This course focuses on building leadership at every level and the leadership journey is structured around three key areas:

1. Macro Leadership: industry frameworks and leadership archetypes.
2. Micro Leadership: leadership in the sports and outdoor industry.
3. Personal Leadership: self-awareness, strengths, and career planning.

Leadership 1—Foundations introduces leadership principles, industry insights, and key skills identified by industry leaders. Through case studies, leadership series, and applied learning, students build a strong foundation for professional growth.

Leadership 2—Application builds on Leadership 1, this course refines self-awareness, strategic thinking, and team leadership. Students develop a personal leadership toolkit, evaluate strengths, and apply skills in real-world scenarios.

By the end of this journey, students will have the confidence and tools to lead—whether as individuals, team leaders, or future executives. Leadership is a mindset, and this course prepares students to drive impact at every level.

MANAGING GLOBAL BUSINESS: This course examines global competition and strategy, cross-cultural challenges, foreign market entry, international joint ventures and strategic alliances, and international dimensions in marketing. The class focuses on the challenges and opportunities associated with strategic management of business and brands globally. This is a challenging advanced management course which will integrate academic theory of global strategic management with current business practices weaving in the current issues such as China/U.S. relations, the Ukraine/Russia conflict, etc.

MERCHANDISING MANAGEMENT: This course elevates the strategies and practices of sports product merchandising in today's competitive global marketplace. Students will learn how to develop a strong merchandising strategy that defines a brand's value proposition while aligning with consumer demand. Topics include visual and digital merchandising, pricing models, assortment planning, distribution through marketplace retailers, and effective launch timing. Emphasis will be placed on analyzing product depth and breadth, as well as adapting strategies for international markets. By the end of the course, students will be equipped to create merchandising plans that drive brand growth and maximize market impact.

PRODUCT CREATION LAB: Students will be introduced to the SPM LAB and start to learn the making process for products. The integrative project is built across the complete first year and threads through other program courses. The main objective of the fall term is to practice the fundamentals of product making, including last taping, 2D and 3D patterning,

and sewing. Students will begin to acquaint themselves with the SPM LAB, including proper usage of equipment. During the fall term, students will develop individual apparel and footwear projects to demonstrate their knowledge. In addition, they will study textiles and create a textile swatch kit, and start a product discovery journal. The course is hands-on but will also include lectures and video presentations. At the end of the term, teams will begin team project planning which will continue into winter and spring terms.

PROFESSIONAL DEVELOPMENT: This class is a multi-part course designed to enhance your journey through the program and prepare you for career success. This one-credit series provides opportunities for technical skill development, leadership growth, and teamwork, while offering real-time insights into industry trends and expectations.

Professional Development 1 focuses on building your professional toolkit including portfolio development, interview skills, personal storytelling, and team performance.

Professional Development 2 expands on these foundations, offering deeper technical and leadership development aligned with industry needs.

Professional Development 3 is an independent project practicum, allowing students to apply their career-ready skills through hands-on, project-based learning that mirrors real-world industry demands.

This course is designed to support your professional growth both during the program and beyond, ensuring you are equipped with the skills and knowledge needed to thrive in the sports and outdoor product industry.

SOURCING AND COSTING STRATEGIES: This course focuses on the sourcing and costing strategies in the outdoor and sporting goods industries. We will set a foundation of current sourcing and costing models. The classes will be divided into five functions: weekly quizzes (individual), business articles team presentation, in class case study (team and individual), midterm and final team presentations. Some of the classes will have guest speaker, expert in their field to answer your questions. By the end of this course, you will have the knowledge to understand the complexities of the sourcing and costing strategies and have the ability to create your own sourcing and build a cost breakdown.

SPORTS PRODUCT BRANDING: With all of the apparel and footwear brands in the world, why do some brands cost more than others? Many brands use similar materials, are made in similar factories, and are sold in the same channels. Yet why do consumers prefer one brand over another? In this class, you will learn about the power of brand strength, brand and product positioning, and how brands can create an emotional connection with consumers.

SPORTS PRODUCT DEVELOPMENT: Gain knowledge and experience relating to the product development process including footwear basics, lasts, shell patterns, tooling, components, tech packs, BOM creation, product calendar, new materials research, costing, factory communication, product prototyping, testing, commercialization, customization, sustainability, production, advanced manufacturing, and quality control. The course will challenge students to effectively manage a multitude of products through the creation process and identify issues and solutions related to product development and manufacturing.

SPORTS PRODUCT MANAGEMENT AND MERCHANDISING: Achieving a leadership position in the marketplace requires a strong foundation in product management and merchandising and the ability to inspire collaboration among stakeholders in the product creation process. This course explores the essential roles, accountabilities, and competencies of product line managers and merchants, offering a comprehensive understanding of how to lead cross-functional teams toward marketplace success. The curriculum delves into key topics such as seasonal direction, product lifecycle management, and the role of merchandising expertise in creating compelling, consumer-centric product assortments. Students will learn to connect competitive analysis, consumer insights, and market trends to build innovative product line strategies. Through a combination of lectures, guest speakers, case studies, and hands-on exercises, participants will gain expertise in areas including: writing and communicating effective product briefs; building product line plans that align with financial goals and market demands; managing timelines to ensure on-time adoption and delivery of products; collaborating across functions like design, development, sales, and marketing. In addition, the course emphasizes critical skills for success, such as product (apparel, footwear, and equipment) timelines, materials, development, retail math, and data analysis. Students will also refine their communication, presentation, and project management abilities while learning to prioritize effectively in dynamic environments. By the end of the course, students will master the fundamentals of product line management and merchandising. They will be equipped to craft innovative solutions that align with brand values and drive growth across various business models and sizes.



SPORTS PRODUCT MARKETING STRATEGY: The objective of the marketing strategy course is to help you develop the skills to think like a seasoned marketer. We'll study factors to consider in the creation and execution of a strategic marketing plan. We'll use theoretical marketing strategy as a foundation but focus on real-world marketing assignments.

STRATEGIC MANAGEMENT: This course examines the running of an enterprise from the chief executive officer's or general manager's point of view. It is designed to help students conduct external and internal assessments of an organization, identify its key strategic issues, develop and choose from alternative strategies, and defend those decisions. By using practical examples, strategy, and case simulation, students will be introduced to strategic concepts to analyze, formulate, decide, communicate, and take action.

SUSTAINABILITY IN SPORTS PRODUCT: This course will provide you with the fundamentals of sustainability as they pertain to the apparel and footwear industries. You will learn the global definition and current principles of sustainability, industry sustainability standards and certifications, and where and why associated industry environmental and social impacts occur. Throughout the course industry experts in circularity, chemistry, materials, and production will present current practices, discuss impacts and potential solutions, and share their professional experiences. By the end of the course, you will be able to combine this knowledge to forecast the environmental and social impacts of your group product through the creation of a life cycle sustainable analysis framework.

SUSTAINABLE SUPPLY CHAIN: Sustainable Supply Chain encompasses two important and distinct—but ultimately intertwined—disciplines: sustainability and supply chain. Taken separately, each of these could be (are!) master's programs of their own—and in fact, each of those could have subsets that are their own master's degree. Because of this, our course will delve into the overarching themes, decisions, and trends in the intersection of supply chains and sustainability. We will define each separately to establish a common framework, understand the fundamental parts and pieces of each, and then strive to understand not only how your decisions impact the environment and people involved in making and delivering your products, but also how you can ultimately improve both while still making and delivering amazing products to your consumer. Because in the end, supply chain is a key part of your business and, as such, must align to and be in service of your business strategies—consumers, markets, channels, and principles. This course is about supply chain as an offense.





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