

## **Kimberly Pettaway Willis, MBA, Ph.D.**

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### **Professional Experience and Goals:**

Teaching courses related to Sport Management, Exercise Science, and Research Methods in Sport/Allied Health including but not limited to Marketing in Sport, Sports Administration, Sport and the Media, Sports Law, Sport Governance, Issues in Sport, Gender Issues in Sport, Research Methods, Organization Administration in Sport, and Sports Finance and Economics. Specialist and International Professor for Sports Marketing and Media Issues in Sport in Dubai for the United Emirates Futbol Association. Research interests in student-athletes' academic and athletic motivation as well as how the emergence of NIL (Name, Image, and Likeness) deals are affecting student-athletes' academic and athletic motivation.

### **Current Academic Position:**

#### **North Carolina State University – Department of Parks, Recreation, and Tourism Management**

The mission of the PRT Department is “to educate future leaders, advance research and spread knowledge to fulfill NC State's land-grant mission”.

Fall 2021 – Present

Assistant Teaching Professor, Sports Management

Delivered engaging lectures to undergraduate and graduate students in Writing and Speaking in Sports Organizations, Sustainable Sports Facility Management, Sport Administration, Sport Law, Services, Facilities, and Event Marketing, Sport Finance and Economics, Introduction to Sport Management, and graduate students in Sport and Entertainment Venue Management.

Academic Advisor, Undergraduate Students

- Advised undergraduate students.
- Attended certification courses for academic advisors.
- Completed Advisor Development Institute Certification Fall 2022.

## **Shaw University – Department of Health, Human, & Life Sciences**

The mission of the Department of HHLS is to prepare students for employment and graduate programs in the fields of life and physical sciences through its Bachelor of Science degree program offerings.

Fall 2017 – Fall 2021

Adjunct Professor, Exercise Science

Delivered lectures to undergraduate students in Research and Seminar in Allied Health, Organizational Administration in Sport, Test and Measurements in Kinesiotherapy and Allied Health, and Methods in Teaching in Allied Health

Faculty Mentor, Relatable Engaging Activities Can Help Mold Extraordinaires (REACH ME) Program

One of 10 Faculty members chosen to mentor faculty members Fall 2020 – Fall 2021. Assisted Director of REACH ME Program, conducted research studies in pedagogical techniques, and mentored faculty

## **Shaw University – Alpha Rho Chapter of Delta Sigma Theta Sorority, Inc.**

Fall 2018 – Fall 2021

On-Campus Advisor, Alpha Rho Chapter of Delta Sigma Theta Sorority, Inc.

- Advised collegiate Sorority members.
- Attended collegiate Sorority events.
- Managed facility necessities and maintain compliance with Shaw University and Delta Sigma Theta Sorority, Inc.

## **United States Sports Academy**

March 2016 - Present

International Specialist and Professor, Sport Management/Sports Marketing

- Teach Sports Marketing at the United Arab Emirates Futbol Association in Dubai.
- Teach Sport and the Media at the United Arab Emirates Futbol Association in Dubai.
- Introduce students to the sports marketing mix, target markets, segmentation, the four Ps of marketing, SWOT Analysis, and media issues in sport.

## **The Pettaway & Willis Foundation, Inc.**

August 2015 - Present

Chief Executive Officer and Founder

- Provide charitable donations to the community.
- Host educational functions and provide 'Back to School' events for students.

## **Cor'Rae Management**

January 2012 - Present

Chief Executive Officer and Founder

- Managed professional clients in the entertainment industry
- Assisted spouse with National Football League (NFL) career and charitable giving.
- Coordinated educational seminars and speaking engagements for NFL players.
- Assisted with marketing for NFL players and careers.

## **University of Washington – Masters of Intercollegiate Athletic Leadership**

June 2006 - August 2007

Adjunct Professor, Masters of Intercollegiate Athletic Leadership Program

- Taught Sports Marketing to graduate students.
- Taught Sports Law to graduate students.
- Advised Graduate students.

## **Florida State University – Department of Sport Management, Recreation Management and Physical Education**

August 2002 - December 2004

Instructor, Sport Management

- Taught undergraduate students while pursuing Doctorate in Sport Management
- Taught Sports Law
- Taught Issues in Sport and Administration in Sport Management
- Taught Sports Marketing and the Media
- Taught Sports Governance
- Taught Gender Issues in Sport
- Research Assistant for Research Methods in Sport
- Research Assistant for Sports Law
- Research Assistant for Issues in Sport

September 2001 – December 2004

Educational Assistant and Instructional Mentor, Florida State University Department of Athletics & Academic Support Services

- Mentored Student-Athletes
- Academic Specialist and Tutor for Florida State University Men's Football
- Academic Specialist and Tutor for Florida State University Men's Basketball
- Academic Specialist and Tutor for Florida State University Men's Baseball

April 2000 – December 2000

Sports Marketing & Promotions Assistant, Florida State University Department of Athletics

- Assisted Director of Sports Marketing for Florida State University Athletics programs
- Marketed Florida State University Football
- Assisted with Florida State University Football gameday promotions and nationally televised College Game Day
- Marketed Florida State University Volleyball

### **Mid-American Conference**

January 2001 - July 2001

Aeropostale' Minority Sports Marketing Intern, Mid-American Conference (MAC)

- First sports marketing minority intern
- Assisted the Director of Marketing and Promotions for the Mid-American Conference
- Worked as Sports Marketing Assistant for MAC Properties and Cleveland Cavaliers
- Coordinated marketing strategies for MAC Men's Basketball Tournaments

### **Education**

M.B.A., 2022. Strategic Leadership and Entrepreneurship. Kenan-Flagler Business School, The University of North Carolina, Chapel Hill, NC

Ph.D., 2005. Sports Administration. Florida State University, Tallahassee, FL.

M.S., 2000. Sports Administration. Florida State University, Tallahassee, FL.

B.A., 1999. Exercise and Sport Science. The University of North Carolina at Chapel Hill, Chapel Hill, NC.

## **Honors**

Pi Lambda Theta International Honor Society, Florida State University

Phi Sigma Theta National Honor Society, Florida State University

Kappa Delta Pi Honor Society, Florida State University

The Chancellor's List, Florida State University

Outstanding Teaching Assistant Award (OTAA), Florida State University

2006 Oxford RoundTable Speaker/Panelist for Women in Leadership, Oxford University: Oxford, England

2012 – 2013 Woman of the Year, National Association of Professional Women (NAPW)

2013 Pinnacle Professional of the Year, Continental Who's Who

2013 – 2014 Woman of the Year, National Association of Professional Women (NAPW)

2022 Poets and Quants for Executives Best & Brightest Executive MBA for University of North Carolina at Chapel Hill's Kenan-Flagler Business School Class of 2022

## **Professional Organizations**

American Alliance for Health, Physical Education, Recreation, & Dance

(AAHPERD): \*past

Delta Sigma Theta Sorority, Incorporated

Florida Alliance for Health, Physical Education, Recreation, & Dance

(FAHPERD): \*past

International Association of Women (IAW)

National Association of Professional Women (NAPW)

National Association for Sport and Physical Education (NASPE): \*past

North American Society for Sport Management (NASSM): \*past

Sport and Recreation Law Association (SRLA): \*past

## **Presentations**

Willis, K. J. P. (2006) Presenter for Women's Leadership. The Oxford Roundtable-  
Oxford University. Oxford, England.

- Pettaway, K. J. & Lyons, A. (2002). Athletic Representation. Paper Presentation at 53rd Annual Florida Alliance for Health, Physical Education, Recreation, and Dance Conference, Daytona Beach, FL.
- Pettaway, K. J. (2002). Sports Agents and the Dilemma for Student-Athletes. Guest Speaker Presentation for Florida State University Race and Ethnicity Course. The Florida State University, Tallahassee, FL.
- Pettaway, K. J. (2003). Marketing, Sports, and the African-American Woman. Guest Speaker Presentation for Florida State University Sport Marketing Course. The Florida State University, Tallahassee, FL.
- Pettaway, K. J. (2003). Scandals and Athletic Representation: Are there Agent Laws? Paper Presentation at 16th Annual Society for the Study of Legal Aspects of Sport and Physical Activity Conference, Atlanta, GA.
- Pettaway, K. J. & Crowley, C. (2003). The Struggle for Minority Women in Sport. Paper Presentation at 54th Annual Florida Alliance for Health, Physical Education, Recreation, and Dance Conference, Jacksonville, FL.
- Pettaway, K. J., & Jackson, E. N. (2004). AGENTS: Ethical Issues Involving Student-Athletes. Paper Presentation at the 2004 Annual American Alliance for Health, Physical Education, Recreation, and Dance Conference, New Orleans, LA.
- Willis, K. J. P. (2005). Invited Panelist for the Oxford Round Table Women's Leadership Conference. St. Antony's College, Oxford, England.
- Willis, K. J. P. (2006). Panelist for the Oxford Round Table Women's Leadership Conference. St. Antony's College, Oxford, England.
- Willis, K. J. P. (2019). Invited Panelist for the Oxford Round Table Sport and Leadership Conference. St. Antony's College, Oxford, England.

## **Publications**

Willis, K. P., & Jackson, E. N. (2023 in progress). ACC Women's Basketball Motivation: An Analysis of Academic Standing and Ethnicity.

Quarterman, J., DuPree, Aimee D., & Willis, K. P. (2006). Challenges confronting female intercollegiate athletic directors of NCAA member institutions by division. *College Student Journal* (40)3, 528-545.

Whitaker, L., & Willis, K. (2013). *Cancer...Teardrops beneath the kolorz of the rainbow: Poetry to uplift the heart, mind, and soul*. Bloomington, IN: AuthorHouse Publishing.

## **Courses Taught**

### Administration in Sport Management

The purpose of Administration in Sport Management was to provide students with the opportunity to become knowledgeable of organizational behavior topics and leadership roles in sport and physical activity. Administration in Sport Management introduced students to a variety of sport and physical activity topics and roles within the field of sport management. Insight of organizational behavior topics in sport were analyzed, researched, and discussed during class sessions.

### Gender Issues in Sport

The purpose of Gender Issues in Sport was to examine various feminist theories and to critically evaluate the stereotypes and notions surrounding gender and sport. According to literature, sport is a socially constructed exclusionary institution that often perpetuates and reinforces traditional ideologies of gender. Topics explored included the social construction of gender, the politics of sexuality in sport and physical activity, gender and the formal and informal organization of sport, and media produced and circulated images of sport. Strategies for reconstructing sport as a more empowering and equitable practice for men and women were also analyzed.

### Introduction to Sport Management

The purpose of Introduction to Sport Management was to introduce concepts and practices of effective sport programming and management at the professional, collegiate and community levels. Overview of various program delivery systems such as fitness, instructional sport,

informal sport, and intramural sport. Examination of management elements of sport programming, including planning, personnel, finance, facilities, risk and liability and marketing.

### Issues in Sport Management

The purpose of Issues in Sport Management was to discuss critical issues that economically, socially, and professionally affect the sport industry. Topics explored in this course included gender issues in the sport industry, sexuality issues in professional and collegiate sport, sport and the media, race and ethnicity in sport, and hiring practices of professional coaches. Strategies for analyzing and coping with issues in sport were also considered.

### Media in Sport

The purpose of Media in Sport was to discuss how the media impacts the world of sport. Focus on media issues in sport, crisis management, interviewing athletes and coaches, handling collegiate scandals among coaches and athletes, and the emergence of social media as it relates to sports were analyzed.

### Organizational Administration in Sport

The purpose of Organizational Administration in Sport was to introduce collegiate athletics, the NCAA and governing bodies, sports marketing, facility management, media issues in sport, issues in sport, and the administration of collegiate athletics. Student debates on amateurism in sport, paying student-athletes, Title IX, the purpose of the NCAA, and differences/similarities of conferences (ACC, SEC, MAC, Big Ten, etc.)

### Research Methods in Sport and Allied Health

The purpose of Research Methods in Sport was to introduce various types of variables, (independent, dependent, categorical, extraneous), standard deviation, variance, qualitative and quantitative research, the research process and how to successfully write a review of literature on topics related to sport and allied health.

### Services, Facilities, and Event Marketing

The purpose of Services, Facilities, and Event Marketing was to examine marketing methods as they applied to Recreation, Tourism and Sport Management facilities and programs. Aspects of advanced marketing: market research, marketing strategy and revenue-generation in both public and private settings were analyzed.

### Sport Administration

The purpose of Sport Administration was to analyze concepts related to policy development, organization and management specific to sport organizations. Theories and practices of policy development and implementation, management theories, organizational behavior, the strategic management process, leadership in sport, organizational design, managing change, and operational planning were key topics discussed.

### Sport and Entertainment Venue Management - Operations and Services Sport Venue

The purpose of Sport and Entertainment Venue Management – Operations and Services Sport Venue was to analyze how a thorough background on operations and services is essential for sport and entertainment venue managers. This course examined venue management by covering essential managerial functions. These included management and human resources, customer service and crowd management, managing volunteers, scheduling and booking venues, and ticket office operations.

### Sport Finance and Economics

The purpose of Sport Finance and Economics was to introduce concepts that include sources of revenue for financing, principles of budgeting, spreadsheet utilization, and financial management of sport facilities and enterprises. Additional topics include fundraising principles and methods, economic impact principles and their application to sport venues and events, economic theory applied to sport manufacturing, service industries, professional sports, stadiums and arenas, intercollegiate sports, and the sport club industry.

### Sport Governance

The purpose of Sport Governance was to provide a comprehension of international, national, and local organizational structures in the sport industry. Students were able to evaluate, examine, and analyze the governance structure of the NCAA, Olympics, and other sport entities. Topics explored in the course included the Olympic Movement, Collegiate Sports, Professional Sports and their Governing Structures, and Collegiate Conferences.

### Sport Law

The purpose of Sport Law was to provide students with the opportunity to become knowledgeable of legal issues that are involved in sport and physical activity. Sport Law provided legal issues, court cases, and aspects of law that were often encountered in sport and physical activity. This course provided legal terminology, previous sport related court cases,

and awareness of the rights of sport and physical activity as it related to participants, spectators, managers, and teachers. Further insight of other sport and physical activity issues and their relationship to sport law were further discussed.

### Sports Marketing

The purpose of Marketing in Sport was to introduce the 4 Ps of marketing (product, price, place, and promotion), marketing segmentation, promotion of sports, SWOT analysis, and the sports marketing mix as it relates to collegiate and professional sport teams. Constructing a Sports Marketing plan for various collegiate sports was a final project.

### Sustainable Sport Facility Management

The purpose of Sustainable Sport Facility Management was to examine the development and management of sport facilities, paying particular attention to environmental concerns and the sustainability of the sport stadia. Specifically, the course first focuses on the 3 E's of sustainability [Environment, Equity, Economics] and learn about sustainable systems. From this underpinning, the course was divided into two main frameworks: 1. Development of sport facilities; and 2. Sport facility operations. Each part of the course was enhanced by guest lectures from industry experts and hands on learning experiences.

### Tests and Measurements in Allied Health

The purpose of Tests and Measurements was to examine t-tests, ANOVA, variance, probability, standard deviation, survey construction and SPSS. Comprehension of data analysis and inputting data collected were integral parts of examining research.

### Writing and Speaking in Sports Organizations

Concepts related to effective communication within sport organizations. Including interpersonal communication, group communication, public speaking, use of electronic media, and basic knowledge and understanding of media in sport and sport enterprises.

## REFERENCES

E. Newton Jackson, Ph.D.  
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