

CURRICULUM VITAE

Diane M. Crossey

Rice University
Department of Sport Management
6100 Main Street, MS 543
Houston, TX 77005
(281) 635-6038 mobile
(713) 348-5769 work
Email: Diane.crossey@rice.edu

Education

M.S., Sport Studies, University of Massachusetts, Amherst, MA, 1994

Graduate Assistantship: Athletic Department – Compliance

Internship: Athletic Department – Compliance, Rice University, Houston, TX, 1993-1994

Activities: Captain, Women's Track and Field Team; Member, Women in Sport Management

B.B.A., Marketing, University of Massachusetts, Amherst, MA, 1992

Minor: Sociology

Awards: Cum Laude, Athletic Department Academic Award, Chancellor's Award Scholarship

Activities: Women's Track and Field Team

Experience

Professor in the Practice, Department of Sport Management, Rice University, Houston, TX 2015-Present

- Design curriculum for and teach three classes: Introduction to Sport Management, Leading with Service and Pro Sports; Management.
- Create experiential opportunities for students with local professional sports teams.
- Oversee various market research programs such as service evaluations and online surveys for the Houston Texans and Houston Dynamo. Provide opportunities for students to collect data and meet with team executives.
- Manage multiple teaching assistants.

Event Operations, Manchester United vs. Manchester City, Houston, TX July 2017

- Worked on the Event Operations team for the sold out Manchester United vs. Manchester City soccer game at NRG Stadium.
- Coordinated game day team operations and logistics for the Manchester United travel party.
- Ensured that there were no safety or security issues for the Team or their travel party.

**Event Manager, Copa America Centenario Local Organizing Committee, Houston, TX
April 2016 – July 2016**

- Managed multiple areas of operations for the Copa America Centenario games held in Houston, TX. Areas managed included: Accommodations, Transportation, Accreditation, Security, Protocol & Hospitality, and Logistics
- Supervised all team arrangements for six international teams. Teams overseen were Argentina (#1 world ranking), Colombia (#6 world ranking), USA, Mexico, Costa Rica and Venezuela.
- Achieved zero significant security issues over multiple sold-out games in excess of 70,000 attendees.

**Senior Director of Event Operations and Guest Services, Houston Texans, Houston, TX
2002-2015**

- Executive Team member responsible for Customer Service initiatives, Fan Conduct programs, NFL Best Practices for Stadium Security, Market research programs, Execution of major ancillary fan events such as Training Camp and Draft Day, and Video production.
- Served in same role during all Lone Star Sports and Entertainment events such as international soccer games, the Advocare V100 Texas Bowl, Concerts and other college football games.
- Administered operating budgets totaling over \$9M and consistently operated within budget guidelines.

**Guest Lecturer, Department of Sport Management, Rice University, Houston, TX
January 2015 – April 2015**

- Co-taught SMGT 366 (Event Management)
- Advised students on executing a successful event and oversaw students during the Owl Bowl event.

**Director of Guest Services, the FleetCenter (Delaware North Companies), Boston, MA
1995-2002**

- Promoted from Suite Services to Customer Service to a Director on the leadership team.
- Managed a department of 5 full-time staff and over 200 part-time staff.
- Created and executed all customer service and premium seating service programs for an arena that hosted over 225 major events annually.

Teaching Experience

**SMGT 260 – Introduction to Sport Management
Rice University (2015 – present)**

This course is designed to provide students with a broad perspective of the sport industry and provide an understanding of how the industry complements others. A variety of specializations associated with the field of sport management will be examined to help the student gain a better understanding of available career opportunities in this particular industry. Students will examine historical milestones in the growth of the industry as well as learn about current topics in the

industry through class discussion and presentations. Text: Principles and Practice of Sport Management (5th Edition) by Lisa P. Masteralexis, Carol A. Barr, and Mary A. Hums.

SMGT 266 – Leading with Service

Rice University (2016 – present)

This course will focus on the human component of service delivery, examining the methods and techniques of providing excellent customer service. Industry leading companies will be analyzed to identify best practices in employee hiring, training and evaluation. Students will learn the steps necessary to create a service culture in an organization and techniques for problem resolution when customer service issues occur. Texts: Delivering Happiness, A Path to Profits, Passion and Purpose by Tony Hsieh; The New Gold Standard, 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company by Joseph Michelli; Disney U: How Disney University Develops the World’s Most Engaged, Loyal and Customer-Centric Employees by Doug Lipp.

SMGT 477 – Pro Sports: Management

Rice University (2019-Present)

This course will provide the student with an intensive, immersive learning experience in conjunction with one of the most valuable sports teams in the world. The Houston Texans are currently ranked by Forbes as the 9th most valuable franchise in the NFL with annual revenues topping \$464 million. Students enrolled in this course will attend classes at the corporate offices of the Houston Texans where senior executives from the front office will present weekly on the challenges and opportunities facing their various operating departments. Students will engage in traditional classroom learning while also tackling real-world problems and creating potential solutions. Each week a different operating area will be examined. At the conclusion of the course, each student will work a game day alongside Texans staff.

SMGT 364 – Sport Law

Rice University (Spring 2016)

This course will provide the student an overview of the legal system, its terminology and principles specifically as they relate to the sports industry. A variety of topics and cases associated with Constitutional Law, Tort law, NCAA Amateurism, Title IX, Player contracts, and others within the field of sport management will be examined to help the student gain a better understanding of the legal issues facing sport today. Text: Introduction to Sport Law by John O. Spengler, Paul M. Anderson, Daniel P. Connaughton, and Thomas A. Baker III.

SMGT 366 – Event Management

Rice University (2015 – 2019)

This course will focus on the practical applications of the principles relating to booking, planning and executing an entertainment event. During the semester, students will attend large scale events and evaluate key performance indicators. Through real-world, industry experience, students will learn what it takes to be a successful event manager. By the conclusion of this course, students will be prepared to design, run, and measure the success of events and event management teams. Specific topics covered include: event budgeting and forecasting, staffing, crowd management challenges, operations and logistics, and after action reviews.

Honors and Awards

- Sarah A. Burnett Teaching Prize in the Social Sciences, 2021
- Business Operations Executive of the Year, Houston Texans, 2003

Invited Speaker

- Speaker, University of Houston Hospitality Industry Hall of Honor, Think Tank Sessions, 2016
- Speaker, Q1 Productions Fan Experience Summit, 2014
- Speaker, Association of Luxury Suite Directors Annual Conference 2003-2007
- Speaker, International Association of Venue Managers, Region 6 Annual Meeting, 2003

Professional Affiliations

- Faculty Member, Strategic Planning Committee, Rice University School of Social Sciences, 2021-present
- Faculty Member, Rice University Athletics Committee, 2018-2021
- Member, Academic Committee, International Association of Venue Managers, 2019-Present
- Member, WISE, 2016-present
- Co-Chair, WISE Within Committee, Women in Sports and Events, 2016-2018
- Member, International Association of Venue Managers, 2004-Present
- Board Member, South Main Alliance, 2010-2015
- Graduate, International Association of Venue Managers, Venue Management School, 2006-2007
- Board Member, Association of Luxury Suite Directors, 2002-2007

Conferences Attended

- MIT Sloan Sports Analytics Conference, 2017
- GuestX Conference, 2016
- Invited attendee, National Football League's Best Practices for Stadium Security Conference, 2010-2015
- International Association of Venue Managers Annual Conference, 2003-2007
- National Football League annual conference for Sales and Marketing executives, 2003-2010

Other Information

- Active PTA member and volunteer, Creech Elementary School, Katy, TX
- Active PTA member and volunteer, Beck Junior High School, Katy, TX
- Houston Half-marathon finisher, 2004