

Dr. John Meindl

Lecturer, Sport Management at Farmingdale State College

Farmingdale, NY, US

Dr. Meindl is a Sport Marketing thought leader with 20 years of teaching experience in higher education.

Biography

Dr. John Meindl is a Sport Marketing thought leader with over 20 years of teaching experience in higher education. He is founder and CEO of SPORTSBRANDEDMEDIA, INC. With expertise across all sport disciplines and media platforms, Mr. Meindl is a visionary and industry pioneer, creating ideas and solutions to meet the challenges of today's changing sports landscape. As a Sport Marketing Consultant, Dr. Meindl has worked with countless sport properties and brands, from start-ups to Formula 1 race teams, providing strategic and tactical expertise for those seeking to connect with the sports consumer. John was a partner in Yellow Ribbon Racing, a not-for-profit, Indy race team (IRL), created to raise support and awareness for United States Military at home and abroad. With more than 25 years in sports business, he is a published writer and speaker in the areas of sport marketing and sport production. A thought leader, with a knack for telling it straight, John is often called upon to provide expert commentary in the media. Dr. Meindl has been a strong advocate for inner city and underprivileged youth. Using sport as a vehicle to include the excluded. He was a member of the board of directors of Street Soccer USA - NYC. He was the youngest board member appointed to the Nassau County Sports Commission at the time. He has also served on the Business Advisory Board, LIU-Southampton College, Board of Directors for the YMCA of Greenpoint, NY and the School for Language & Communication Development.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Sport - Professional, Advertising/Marketing, Sport - Amateur, Management Consulting, Media Production

Areas of Expertise

Sports Marketing, Sports Media, Sports Management, Fandom and Fan Motivators, Professionalization of Youth Sport, Using Sport to Include the Excluded, Sports in TV & Film, Sports Event Marketing, Sports Marketing Research

Affiliations

Street Soccer USA Board Member, North American Society for Sport Management, COSMA - The Commission on Sport Management Accreditation, NSMN - National Sports Marketing Network

Sample Talks

Studying Sports Business in College

Get the facts - First

Careers in Sports

Learn from a 24 year industry veteran about the different segments of the industry, where the opportunities are and what you need to do to get them.

My Career in Sports Marketing and TV & Film

Learn about the different companies and concepts I created, the scope of work etc....

Event Appearances

Hofstra University - American Marketing Assoc.

Hofstra AMA & Zarb School of Business

Careers in Sports Panel

The Catholic University of America

Careers in Marketing

Careers in Marketing

The Sports Series

The Sports Series

Dean's Distinguished Speakers Series

Dean's Distinguished Speakers Series

Sports Entrepreneurship

Future Friar Executives

Launching the Path to Your Career

Marketing & Advertising Panel

2009 Sports Law Symposium

2009 Sports Law Symposium

Careers in Sports Marketing / Production

Careers in Sports Marketing / Production

Turning Ideas Into Opportunities - Reinventing Yourself and Your Business

The Caucus for Producers, Writers & Directors

Education

United States Sports Academy
Ed.D. Sports Marketing

Adelphi University
MA Sports Management

The Catholic University of America
BA Political Science

Accomplishments

Curricula Development

Professor Meindl developed the curricula and program for a new sport business management program at NY area University.

Teaching Material

Professor Meindl's teaching, quotes and podcasts are included in the course curricula of several high schools and colleges.

Testimonials

Alia Ishak

Professor Meindl is one of the greatest professors at Hofstra University. He is a professor who genuinely cares about his students, not only as a professor, but as a person. He strives for his students to learn and understand the concepts that he's teaching. His teaching tactics are very well structured and implemented in that he makes the learning environment stress-free and enjoyable. Professor Meindl is not only a wonderful professor, but also a wonderful person.

Lauren E. Katz

As a professor at Hofstra University, John took the time to learn about his students and help them establish a well-rounded perception of the business of sports and sports marketing. (which, in my particular classroom, was no easy feat) I looked to John for incredibly useful insight on beginning a career in sports communications, and his advice has been invaluable to my endeavors since.

Neil A. Malvone

John challenged the students from the first day of class to think outside of the box when applying the principles of sports marketing. He asked the class to consider the important marketing issues of the day to find real life applications to the course material. John's experience as President and founder of SportsBranded Media helped his marketing class see first hand that marketing theory leads directly to practical results in the sports marketing arena.

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