

Kirk Wakefield, Ph.D.

Executive Director, Center for for Sales Strategy in Sports and Entertainment (S3E), and The Edwin W. Streetman Professor of Retail Marketing at Baylor University

Waco, TX, US

A leading sports marketing expert, Kirk Wakefield researches what fans think, feel and do for pro sports franchises

Biography

Kirk Wakefield, Ph.D., is The Edwin W. Streetman Professor of Retail Marketing at Baylor University, where he is the Executive Director of the Curb Center for Sales Strategy in Sports and Entertainment (S3E) program in the Hankamer School of Business. The author of Team Sports Marketing and founder of Wakefield Research Partners, Wakefield's research in retailing covering more than two decades focuses primarily upon sports psychology, team sports marketing, entertainment marketing and fan and consumer response to pricing and promotional tools in nearly every venue in sports, including the NBA, NFL, MLB, MLS, NHL and NASCAR. Wakefield is a regular contributor to Sports Money on Forbes.com and is called upon by national media outlets for his insight on fan engagement and the business of sports. In addition to his media appearances, Wakefield's scholarly works appear in a breadth of journals: Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Retailing, Journal of Advertising, Journal of Advertising Research and Journal of Sport Management, among others. His consulting work includes sponsorship metrics on what fans think, feel and do for a wide variety of professional sports franchises and global brands sponsorship impact on what fans think, feel and do.. His Teams Sports Marketing textbook is widely used in universities nationwide.

Industry Expertise

Education/Learning, Market Research, Research

Areas of Expertise

Sports Marketing, Sports Branding, Fan Engagement, Sports Business & Related Issues, Sponsorships, Sports Promotions, sports betting, Entertainment Marketing, Sports Psychology

Affiliations

CRM Steering Committee, SEAT Consortium, Academy of Marketing Science, American Marketing Association

Education

Saint Louis University

Ph.D. Business Administration

Baylor University
M.B.A. Business Administration

Southwest Baptist University
B.A. Business Administration

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