



BUSINESS OF SPORTS 101



MENTOR BIOS

Mentor Bios



Zameer Kochar

Chief Marketing Officer of Rajasthan Royals

Zameer is a high-impact brand and digital marketer with extensive experience in building brands. He has over 17 years of experience spread across diverse industries like consumer goods, media, travel, lifestyle, and loyalty. He has launched multiple brands across categories. Prior to this, Kochar has worked with InterMiles – the frequent-flyer program of Jet Airways, LoyaltyOne, Star India, Godfrey Phillips India, and Hindustan Unilever.



David Shilbury

Director of the Deakin Sport Network

David Shilbury is Foundation Chair of Sport Management and Director of the Deakin Sport Network. He is a former Head of the School of Management and Marketing and Associate Dean in the Faculty of Business and Law at Deakin University. He is a former Editor of the Journal of Sport Management and Sport Management Review and was the Foundation President of the Sport Management Association of Australia & New Zealand from 1995 to 2001. In 2011 he was the North American Society for Sport Management's Earle F. Zeigler award recipient. His research expertise is in sport governance, strategy, and sport delivery systems.

Mentor Bios



Pamm Phillips

Professor at Deakin University

Pamm Phillips (nee Kellett) is a Professor and Program Director for the Sport Management Program in the Department of Management in Deakin Business School. They have supervised Honours, PhD and Masters candidates to completion. Pamm is a member of the editorial board for the Journal of Sport Management and Sport Management Review.



Dr Steve Swanson

Professor at Deakin University

Dr Steve Swanson is a Senior Lecturer in Sport Management in the Department of Management in the Deakin Business School. He teaches Sport Leadership and Governance and Sport Organisation Behaviour and has supervised several PhD and Masters candidates to completion. Steve is a member of the Centre for Sport Research, an Editorial Board Member for the Journal of Global Sport Management, and a Section Editor for Sport Management Digest. He has also recently co-authored a book called *Fostering Innovative Cultures in Sport* and served as Guest Co-Editor of a special issue of the Journal of Sport Management, entitled *Sport Leadership: A New Generation of Thinking*.

Mentor Bios



Dr Joshua McLeod

Professor at Deakin University

Dr Joshua McLeod is a Research Fellow in Deakin University's Centre for Sport Research, based in Melbourne, Australia. Joshua's research interests centre on sports governance, sports law and organisational change. He has published research in leading academic journals including the Journal of Sport Management and European Sport Management Quarterly. Joshua has lectured in Sport Business and Governance in business schools in Scotland, England and Australia. He received his PhD from Heriot-Watt University following a three-year study into the governance of Scottish football clubs.



Scott Field

Professor at Deakin University

With 20 years of experience managing sport and recreation businesses, Scott Field combines teaching at the undergraduate and post-graduate levels with industry engagement responsibilities to strengthen the links between Deakin's sport management programs and sporting organisations. He specialises in facility and event management, and coordinating practicum experience. Outside of work, Scott loves travelling to interesting places, exercising, cooking and cinema.

Mentor Bios



Dr Katie Rowe

Professor at Deakin University

Dr Katie Rowe is a Senior Lecturer in the Department of Management in Deakin Business School and is a member of the Centre for Sport Research and the Women in Sport and Exercise group. Katie's research focuses on sport and active recreation participation and community development through sport, with a particular emphasis on issues of relevance to women and girls. She has published her research in top sport management journals including the Journal of Sport Management and Sport Management Review. Katie also acted as a guest editor for a recent special issue entitled 'managing sport for health', published in the journal Sport Management Review, in February 2019.



Mark Drehlich

Professor at Deakin University

Mark Drehlich is an Associate Lecturer in the Department of Management in Deakin Business School and is a member of the Centre for Sport Research. His research focuses on sport and active recreation participation and community development through sport, with a particular emphasis on issues of the use of technology in driving participation in sport. Mark has gained extensive through his work in the sports industry, having worked with numerous sporting organisations in order to strengthen organisations, develop athlete pathways and participation opportunities. Within the Deakin sport management program, he has taught at both undergraduate and postgraduate levels in subjects spanning topics such as sport marketing, sport development, sport performance, sport and society, as well as sport events and facilities management.

Mentor Bios



Dr Damien Whitburn

Professor at Deakin University

Dr Damien Whitburn is an Associate Lecturer in the Department of Management in Deakin Business School. Damien has recently completed his PhD after completing his Master in Sport Management at Deakin University. His key areas of interest and the majority of work are focused on the non-profit sporting organisation, consumer behaviour, and digital media in sport.



Dr Hunter Fujak

Professor at Deakin University

Hunter Fujak is a Lecturer in Sport Management at Deakin University, focused upon consumer behaviour and sport broadcasting. Hunter has cross-disciplinary experience across accounting and sport management, holding a CPA designation and a Masters degree in sport management. He has worked in both a qualitative and quantitative research capacity for some of Australia's most recognised brands, including Fox Sports, NRL, Woolworths, Telstra, Nestle, Lion Nathan and Sportsbet. He has previously been involved in the reporting and analysis of television viewership for Australia's largest sporting organisations, including the AFL, NRL, ANZ Championship, Tennis Australia and SANZAR.

Mentor Bios



Dr Amelia Carr

Professor at Deakin University

Dr Amelia Carr's primary research interest is in physical performance, and the physiological implications of nutritional and training interventions. Their recent research has focused on the performance effects and physiological adaptations associated with nutritional supplementation, heat acclimation and altitude training in elite athletes, and has been conducted in collaboration with National Sporting Organisations, professional sporting clubs, the Australian Institute of Sport (AIS) and international collaborators. Prior to their role at Deakin, they were based at the AIS for five years, and worked as an applied sport scientist for the Department of Defence.



Dr Dom Condo

Professor at Deakin University

Dr Dom has extensive industry experience, currently consulting as the performance dietitian to the Richmond Football club, with seven years' experience at the Geelong Cats Football Club and the WNBL Deakin Melbourne Boomers and appointment as Player Development Manager at Geelong Cats since the inaugural season in 2018. She has over 10 years of experience in private practice, currently consulting to athletes and previously owning DC Dietary Consulting in Adelaide prior to moving to Melbourne in 2015. Dr Dom spends a large portion of her time in an academic position at Deakin University in Sports Nutrition and Dietetics, helping in the growth of the program from partnerships, teaching and research. She holds numerous leadership positions, in particular her role at Vice President for Sports Dietitians Australia (SDA).

Mentor Bios



Dr Helen Brown

Professor at Deakin University

Helen's research interest focuses on behaviour change in sport and physical activity with a specific focus on sport coaching and inclusive practice. She has expertise in the use of qualitative methodologies to explore the lived experience as well as knowledge translation to maximise the uptake of research evidence into policy and practice.



Dr Dan Dwyer

Professor at Deakin University

Dr Dan Dwyer's research interests are focussed on the measurement, analysis and prediction of performance in sports such as cycling and Australian Rules football.