

TALK WITH DAVID PIERCE

PROFESSOR; DIRECTOR OF SPORTS INNOVATION INSTITUTE AT IUPUI

DECEMBER 2 @ 2 PM
MRCN 121



The Data Mine

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David Pierce, Ph.D., is an associate professor of sports management in the Department of Tourism, Event, and Sport Management. He is an expert in the area of sport sales, publishing the first textbook to teach students how to sell (*Selling in the Sport Industry*, 2017).

Pierce also serves as the director of the Sports Innovation Institute (SII) where he offers high achieving students engaged learning opportunities to conduct research for sport industry partners.

In the area of national service and leadership, Pierce serves on the executive board of the Sport Marketing Association as a member-at-large. He is also a member of the editorial board of the *Sport Management Education Journal*. On campus, Pierce leads the Capstone Community of Practice for the Institute for Engaged Learning. In the community, Pierce volunteers at cross-country events produced by Hilltop Sports Ministry at Northview Church Carmel and at Summer Play events produced by Brookside Community Development at Brookside Park in Indianapolis.