



Dallas Branch, Jr., Ph.D.

Dr. Branch taught for the past twenty-nine years primarily in the graduate Sport Management Program at West Virginia University. He has served as the Program's Coordinator for 14 of those years. In that capacity, he was responsible for internship and curricula development, as well as administrative duties within the Program.

In 1992, Dr. Branch developed the *Sport Marketing Quarterly (SMQ)*, a professional sport marketing journal published four times per year. He served as Editor for this prestigious and internationally acclaimed professional journal, which is now read in 25 countries, until 1995. It remains the only publication of its kind in the world.

Dr. Branch was selected in 1994 as one of 3 charter members of the NASSM/NASPE Sport Management Council (SMC), a national distinction. The SMC's charge is to set the future agenda for Sport Management as an academic discipline. Also in 1994, he was selected to serve a 3-year appointment as a member of the Sport Management Program Review Council, which is charged with evaluating undergraduate and graduate program's curricula relative to criteria established for the discipline's *Sport Management Program Standards and Review Protocol* process.

Dr. Branch has contributed significantly to the fields of sport management and marketing through his extensive publication and conference participation. He served nationally as the Sport Management Council's Program Planner for the 1996 AAHPERD National Convention held in Atlanta, GA. He also was a Founding Member of the Sport Marketing Association (SMA). A former basketball and baseball player at UNC-Chapel Hill, High Volume Marketing Executive with the Xerox Corporation, and Vice President of Marketing with the IHL's Indianapolis Checkers Hockey Club, Dr. Branch brings a unique, and often referred to as the ideal, background of sport, business, and academics to the field of sport management and marketing.

He was appointed in 1996 by WVU President David C. Hardesty to assume a very prestigious position as one of seven Resident Faculty Leaders (RFLs), part of the President's Operation Jump-Start initiative in the freshmen residence halls.

After serving four years as a RFL, Dr. Branch returned to the Sport Management Program full-time in 2001 and resumed his position as Program Coordinator.

Dr. Branch received the SMA's Lifetime Distinguished Service Award in 2009. He retired in 2016 with Associate Professor Emeritus status.

Dr. Branch is married. He and his wife Jeannine have three (step) children and five grandchildren.