

Dan M. Yost, J.D., M.A.
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Education

J.D. Syracuse University College of Law, 2000
M.A. Sport and Athletic Administration, Gonzaga University, 1997
B.A. Communications, University of Arkansas, 1995

Areas of Specialization in Sport Studies

Law, Marketing, Management

Licensure

Bar Admission: Ohio
Court Admission: United States District Court, Southern District of Ohio
Certifications: NFLPA Certified Contract Advisor, NBPA Certified Player Representative

Academic Experience

MOUNT ST. JOSEPH UNIVERSITY

School of Business
Department of Sport Management
Assistant Professor/Department Chair
Sport Law
Governance & Policy in Sport
Sport Finance and Development
Sport Marketing, Promotion & Sales
New Media & Public Relations in Sport
Current Issues in the Business of Sport
Sport Management Internship
Sport Management Capstone

Cincinnati, OH
Aug 2011 - July 2023

WEST VIRGINIA UNIVERSITY

School of Sport Sciences
College of Applied Human Sciences
Online Sport Management MA Program
Adjunct Professor
Research Methods in Sport Management
Current Issues & Applications in Sport Management
Sports Marketing
Legal Issues in Sport Administration
Sport Management Processes

Morgantown, WV
Aug 2021 - May 2023

UNIVERSITY OF CINCINNATI

College of Business
Marketing Department
Adjunct Professor
Sports Marketing Management

Cincinnati, OH
Mar 2004 - May 2023

College of Education, Criminal Justice, and
Human Services
Department of Sport Administration

Adjunct Professor
Sports Marketing
Ethical Issues in Sport

MIAMI UNIVERSITY
Richard T. Farmer School of Business
Management Department
Instructor
Organizational Behavior

Oxford, OH
Jan 2003 - May 2006

School of Education, Health, and Society
Department of Sports Studies
Visiting Faculty
Sport Law (UG)
Sport Law (G)

GONZAGA UNIVERSITY
School of Education
Sport Administration Department
Graduate Assistant
Weight Training
Racquetball
Tennis
Soccer
Volleyball

Spokane, WA
Jan 1996 - Dec 1996

Professional Experience

CINCINNATI BENGALS
Marketing Associate

Cincinnati, OH
Aug 2007 - Aug 2023

- Coordinate and execute game day operations including timeline creation, media tie-ins, talent organization, field entry and halftime programs
- Facilitate special event activation related to sponsorship agenda

BTI SPORTS
Partner

Chicago, IL
Aug 2009 - Apr 2013

- Represent NFL athletes in all phases of player development
- Supervise legal issues pertaining to NFL CBA, NCAA compliance, league fines, suspensions, appeals and injury grievances

FREKING & BETZ, LLC
Associate

Cincinnati, OH
Apr 2005 - Aug 2011

- Area of practice concentration: labor and employment/civil litigation
- Advised and represented employees in forums of negotiation, mediation and arbitration in claims related to discrimination, wrongful termination, non-compete and other contractual issues

KMG SPORTS MANAGEMENT

Legal Associate

Cincinnati, OH

Apr 2000 - Apr 2005

- Represented professional athletes, coaches and broadcasters
- Supervised legal issues pertaining to NFL/NBA CBA, NCAA compliance, league fines, suspensions, appeals and injury grievances
- Responsible for client evaluations and national recruiting efforts

OAKLAND RAIDERS

Legal Associate

Alameda, CA

Summer 1999

- Formulated and reviewed addenda to NFL player contracts
- Drafted memoranda and conducted research relating to all phases of litigation
- Researched and advised on issues related to player personnel evaluation

PROSERV, INC.

Legal and Marketing Associate

Washington, DC

Summer 1998

- Worked exclusively with Donald Dell, CEO
- Constructed and reviewed athlete representation and endorsement agreements
- Managed and facilitated projects in areas of naming rights, and corporate sponsorships

**NATIONAL BROADCASTING COMPANY
1996 SUMMER OLYMPIC GAMES**

Operations Associate

Atlanta, GA

Summer 1996

- Drafted and monitored implementation of broadcasting agreements
- Facilitated production of NBC News live on-air broadcasts
- Coordinated news crew distribution and placement

GONZAGA UNIVERSITY ATHLETIC DEPT.

Marketing Associate

Spokane, WA

Aug 1995 - May 1996

- Designed and implemented integrated marketing campaigns encompassing corporate sponsorships, public relations and game program advertising
- Created and supervised game-day promotions
- Identified and supervised corporate fund-raising projects specific to the generation of ticket sales

UNIVERSITY OF ARKANSAS ATHLETIC DEPT.

Marketing/Communications Associate

Fayetteville, AR

Aug 1994 - May 1995

- Executive Producer, baseball post-game radio broadcasts
- Play-by-Play Broadcaster, soccer television broadcasts
- Researched and identified potential corporate sponsors relating to the direct marketing of Razorback Radio Network airtime

CINCINNATI CYCLONES/SILVERBACKS

Cincinnati, OH
Summer 1994

Ticket Sales Associate

- Conducted specific marketing activities for professional hockey and soccer teams
- Maintained season ticket base and initiated ticket sales programs

Refereed Publications and Presentations

Veraldo, C., and Yost, D. (2021). Service learning and travel abroad in the Dominican Republic: Developing competencies for international sport management. *International Journal of Sport Management*, 22(2), 1-25.

Veraldo, C. and Yost, D. (2018). Service learning and sport in the Dominican Republic. North American Society for Sport Management 2018 Conference. Halifax, Canada.

Pitts, J.D. & Yost, D.M. (2013). Racial position segregation in intercollegiate football; Do players become more racially segregated as they transition from high school to college? *The Review of Black Political Economy*, 40:207-230.

Pitts, J.D. & Yost, D.M. (2012). Racial position segregation in intercollegiate football; Do players become more racially segregated as they transition from high school to college? European Association for Sport Management 2012 Conference. Aalborg, Denmark.

Academic Service

Student Association for Sport Management, Advisor
Sport Management Advisory Council, Chair
Mediation and Dispute Resolution Committee, Co-Chair
Ethical Leadership Development Committee
School of Business Assessment Committee, Co-Chair
Academic Program Assessment Committee
Faculty IT Advisory Committee

Honors and Recognitions

Dean's List of Teaching Excellence, University of Cincinnati, College of Business
Entertainment, Media & Sports Law Society, Syracuse University College of Law
Graduate Assistantship, Gonzaga University
Athens Scholar Award, University of Arkansas
Dean's List, University of Arkansas
Lambda Pi Eta Honor Society, University of Arkansas

Professional Organizations

North American Society for Sport Management
European Association for Sport Management
Sport Lawyers Association
Ohio State Bar Association
Cincinnati Bar Association