

# 1461: Daniel Lee Underberg

Application created: 06/27/2023

## Contacts

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## Application details

### Occupation details

<b>Occupation</b>	Professor
<b>Company name</b>	Concordia University Wisconsin
<b>Position</b>	Chair - Sport and Hospitality Business
<b>Availability details</b>	As needed
<b>Education and Experience</b>	I am applying for open position with the Wauwatosa Tourism Commission.

I have lived in Wauwatosa for 25 years.

I presently serve as the chair of the Sport and Hospitality Business program, which covers two majors: Sport & Entertainment Business, and Hospitality and Event Business. I am also a partner with GDG Sport and Hospitality Group, which oversees food & beverage operations for two golf courses in Ozaukee County: Mee-Kwon Park golf course and Hawthorne Hills golf course. I am also a regular volunteer with Irish Fest.

Please review the attached CV, and feel free to reach out to me if you have any questions.

Dan Underberg

## Attachments

[Underberg CV - 2022 v2](#)

## Appointment details

1	<b>Tourism Commission</b>	For: 0 Against: 0	Final Recommendation: None
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## Qualifications

## Workflow

Name	Description	Status	Date
Clerks	Schedule	IN PROGRESS	
Clerks	Appoint	PENDING	

# Daniel Underberg, MS

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## SUMMARY OF QUALIFICATIONS

- Demonstrates excellence in teaching, faculty coaching, assessment, academic advising and mentorship in undergraduate and graduate-level course curriculum related to business, innovation, experiential learning, sport management, and hospitality management.
- Strives for excellence in teaching and honored as the 2013 Student Government Association Educator of the Year – Cardinal Stritch University; and the Batterman School of Business Undergraduate Faculty of the Year in 2018, 2019 and 2021.
- Creates and cultivates long-term, productive relationships with groups ranging from academic staff, alumni and college students to clients, vendors, and senior leadership in non-profit and professional organizations
- Focuses on innovation (human-centered design / design-thinking), strategic planning, program management, marketing, and special event management in professional sports, intercollegiate athletics and non-profits.

## EDUCATION

**ABD: Doctorate in Leadership for the Advancement of Learning and Service in Higher Education**

2013 – 2016

Cardinal Stritch University; Milwaukee, WI

**Masters of Science in Sport Science & Management**

August 2010

Cardinal Stritch University; Milwaukee, WI

**Bachelors of Science in Agricultural Journalism**

May 1992

University of Wisconsin - Madison; Madison, WI

## PROFESSIONAL EXPERIENCE IN HIGHER EDUCATION – UNDERGRADUATE AND GRADUATE

### Academic Career Summary, Concordia University Wisconsin

Assistant Professor, Program Director & Chair

June 2017 – Present

Sport and Hospitality Business

Assistant Professor & Campus Coordinator,

August 2016 – June 2017

Sport and Entertainment Business, and Hospitality and Event Business

### Academic Career Summary, Cardinal Stritch University

Department Chair, Sport Science and Management

August 2015 – August 2016

Undergraduate Program Chair, Sport Science and Management

August 2014 – July 2015

Faculty Athletic Representative

August 2014 – August 2016

Promotion in Rank, Assistant Professor

April 2014

Full-time Instructor

August 2011 – July 2014

Temporary Full-time Instructor

January 2011 – July 2011

Adjunct Instructor

August 2010 – December 2010

Graduate Assistant

February 2010 – July 2010

### Courses: Sport Science and Management

#### Undergraduate Classes

- Sport Economics
- Event and Production Management
- Organization & Management in Sport
- Sport Facility Management
- Marketing Strategies in Sport and Entertainment
- Senior Seminar in Sport & Hospitality
- Introduction to Sport & Entertainment Business.
- Introduction to Hospitality and Event Business
- Legal & Ethical Issues in Sport
- Senior Capstone

- SEM / HEM Field Experience
- Introduction to Marketing

#### Graduate Classes

- Marketing Aspects of Sport
- Financial Aspects of Sport
- Organization & Management in Sport
- Sport Media Relations
- Contemporary Issues in Sport
- Sport Management Capstone
- Sponsorship, Sales & Fundraising Strategies

## PROFESSIONAL EXPERIENCE IN HIGHER EDUCATION – UNDERGRADUATE AND GRADUATE (continued)

### Committee Appointments:

- Sport and Hospitality Faculty Hiring Committee – Co-Chair (2021 – Present)
- Batterman Haab Schools of Business Dean Hiring Committee (2022)
- Assessment Committee (2020 – Present)
- Batterman School of Business Student Awards – Chair (2018 – Present)

### Additional responsibilities include:

- Academic Advising, CUW Sport and Hospitality Business major, minor and graduate students (35)
- Academic Advisor – Stritch Sport Management Association, On Campus Sport Marketing & Promotions

### Event responsibilities include:

- Planning and Management of the Food & Beverage Employee Shortage Forum (November 17, 2021)
- Planning and management of the annual CUW Sport & Hospitality Networking Roundtable (2017-2019, 2021)
- Student Academic Service Learning at national sporting events include: the Rose Bowl, Final Four, Frozen Four, College Baseball World Series, Super Bowl, JJ Watt Charity Classic, Lombardi Golf Open and Gala, etc.
- Planning and management of the 2012 - 2015 Cardinal Stritch Sport Roundtable Networking Events
- Planning and management of On Campus Sport marketing & Promotions (OCSMP) athletic events

### **Undergraduate and Graduate Course Curriculum and Program Development**

Expansion to 4 Concentrations in Hospitality and Event Business

(Event Management, Food & Beverage, Lodging, Club Management)

MBA 944 – Integrative Marketing and Brand Activation

SSM 549 – Capstone

SSM 509 - Human Resource Mgmt. in Sport Organizations

SSM 510 - Sport Organization and Management

SSM 545 - Public Relations in Sport

### **Academic Submissions and Presentations**

*Excellence in Teaching Sport Law*

Submitted by Prof. Corrine Kaplan, J.D. – Cardinal Stritch University

(Collaborated as graduate assistant with consultation, writing and editing of abstract)

*Big Business & College Athletics: Controversies Surrounding Revenue-Generating Sports*

Submitted by Asst. Professor Daniel Underberg, M.S. – Cardinal Stritch University

Presented January 13, 2016, STRITCHtalks 2016

*Experiential Learning in Micro-Immersion*

Co-submitted by Prof. Larry Jenkins (North Central College); Dr. David Pierce (IUPUI); Prof. Daniel Underberg (CUW)

Note: Presentation cancelled due to COVID-19.

Compact20, Seattle, WA

## PROFESSIONAL DEVELOPMENT, AND AWARDS

### **Academic Awards & Recognition**

- 2013 Student Government Association Educator of the Year – Cardinal Stritch University
- 2018-2019 Batterman School of Business Undergraduate Faculty Member of the Year
- 2019-2020 Batterman School of Business Undergraduate Faculty Member of the Year
- 2021-2022 Batterman School of Business Undergraduate Faculty Member of the Year

### **Professional Development**

- Wisconsin 2022 eSports Symposium, Milwaukee, WI
- DePaul Hospitality Leadership and Career Fair, 2020, Chicago, IL
- Midwest Food Service Expo, 2020, Milwaukee, WI
- 2018 Great Lakes Analytics Conference, Stevens Point, WI
- 2012, 2013, 2014 Illinois State Sport Management Symposium, Normal, IL
- 2013 Kellogg Sport Business Conference, Evanston, IL
- NASSM Annual Convention, 2012, Seattle, WA

### **Associations & Memberships**

- North American Society of Sport Management
- Sports Marketing Association
- Meeting Professionals International-Wisconsin Chapter
- College Sports Information Directors of America

### **Licensures / Certifications (associated with Hospitality and Event Business degree)**

- Wisconsin Responsible Beverage Seller/Server Training
- ServSafe Food Handler

### **MEDIA CONTRIBUTIONS**

- Co-Host – The Journey House College Sports Show (2012 – Present, 97.3-The Game)
- Opinion – Support Service Businesses (June 12, 2022 - Milwaukee Journal Sentinel)
- Interview – Concordia, Marcus Partner on Hospitality Partner Needs (November 2, 2018, Milwaukee Business Journal)
- Interview – Reactions to Naming of Fiserv Forum (January 3, 2018, Milwaukee Business Journal)

### **PROFESSIONAL EXPERIENCE IN THE SPORT AND MARKETING INDUSTRIES**

#### **Marketing Director / Vice President**

Milwaukee Bonecrushers Entertainment, LLC  
CKME Marketing and Public Relations  
West Allis, WI; October 2006 – April 2008

#### **Production Coordinator**

Bowling, Inc.  
Greendale, WI; August 1997 – April 2000

#### **Social Media Consultant**

Milwaukee Wave Professional Indoor Soccer  
Milwaukee, WI; December 2009 – July 2010

#### **Public Relations Consultant**

La Crosse Spartans Professional Indoor Football  
La Crosse, WI; July 2009 – January 2010

#### **Event Co-coordinator**

2010 NAIA Convention, Career Symposium  
Cincinnati, OH; November 2009 – April 2010

#### **Marketing Sponsorship Coordination**

Gehl Corporation / CART  
The McFarland Group; Elm Grove, WI  
April 2000 – September 2001

### **PROFESSIONAL SKILLS AND EXPERIENCE**

#### **Account Management / Sales**

- Cultivated and closed new clients seeking marketing and event services. Responsible for closing more than 60 percent of the CKME client portfolio.
- Designed, marketed and negotiated sponsorship packages for sporting, entertainment and professional events. Implemented client relation and retention strategies to ensure client satisfaction and identify potential new projects.
- Organically developed accounts to ensure profitable client/agency relationships. Four CKME accounts evolved into full-service brand development accounts from original status as appointment setting accounts.

#### **Strategic Communications Through Varied Formats (Including Social Media)**

- Developed brand positioning and launches for start-ups, growing businesses and Fortune 500 companies.
- Social media skills include Linked In, Twitter, YouTube, Instagram and Facebook
- Awarded for public relations and graphic design efforts in business-to-business and corporate communications.
- Managed the designs and launches of web sites and online media campaigns including social media outlets.

#### **Staff Management / Coaching / Motivation**

- Managed all aspects of agency staff, including hiring and terminations, employee reviews and compensation.
- Led the leadership teams and members of three networking chapters in areas of chapter growth, conflict resolution, leadership training and organizational communication.
- Coached and trained individuals and groups in areas of business development, personal goals, job searches, networking and event planning.
- Developed custom incentive programs to encourage increased production and efficiency in business development.

## Event Production, Management and Marketing

- Sold 80 percent of exhibit spaces for the 2008 Midwest Fall Business Expo in addition to procuring sponsorships and organizing speakers. Exhibit space for this inaugural, two-day event was completely sold out.
- Led planning, coordination and production efforts for events, seminars, business meetings and the 2008 Midwest Fall Business Expo.
- Monthly event planning, development and marketing for MKELive, LLC
- Planned and coordinated game-day field promotions for the Milwaukee Bonecrushers Indoor Football Team.

## DISTINCTIVE SKILLS

- Instructor/ Moderator – Human-Centered Design/ Design Thinking for Innovative Solutions
- Social media skills include LinkedIn, Twitter, YouTube, Instagram and Facebook.
- Speaker and instructor on sales development topics such as social media management, LinkedIn training, Networking 101, and Event Management 101.

## EMPLOYMENT

### Program Director and Chair, Sport & Hospitality Business

– Concordia University Wisconsin; Mequon, WI 2016 – Present

**Program Chair, Sport Management** – Cardinal Stritch University; Milwaukee, WI 2010 – 2016

**Vice President** – CKME Group Marketing & Entertainment; West Allis, WI 2006 – 2008

**Managing Partner** – J3D Incentives!; Wauwatosa, WI 2003 – 2006

**Marketing Director** – Clear Path Partners; Milwaukee, WI 2002 – 2003

**Account Supervisor** – The McFarland Group; Elm Grove, WI 2000 – 2002

**Production Coordinator** – Bowling Inc.; Greendale, WI 1997 – 2000

**Account Executive** – Brown & Martin, Inc.; Waukesha, WI 1994 – 1997

## COMMUNITY/ ASSOCIATION INVOLVEMENT

**Volunteer** – Vince Lombardi Cancer Foundation Award of Excellence Gala 2022

**Volunteer** – CelticMKE/IrishFest 2021 - Present

**Volunteer** – US Triathlon National Championships 2021

**Volunteer** – Gridiron Girls

**Volunteer** – MACC Fund Charity Softball Game 2019

**Volunteer** – J.J. Watt Foundation Charity Softball Classic 2018

**Volunteer** – Carson Wentz AOI Foundation 2018

**Volunteer** – National Multiple Sclerosis Society, Wisconsin 2012 – Present

**Volunteer** – St. Ben's Community Meal Site 2011

**Volunteer** – Special Olympics, Inc., Wisconsin Chapter 2011 – Present

**Member** – Waukesha County University of Wisconsin Alumni Association 2008 – Present

**Member** – Business Networking International (Area Director) 2003 – 2009

**Board of Directors** – The Bridge Ecumenical Employment Ministry (Board Member) 2000 – 20003

**Volunteer (“Big”)** – Big Brothers/Big Sisters of Greater Milwaukee 1994 – 1999

## PROFESSIONAL AWARDS

2006 BNI Team Achievement Award

2002 BMA Award of Excellence

1999 Apex Award

1996, 1997, 1998 Paragon Excellence Award