

Brock Anundson, Ed.D.

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Professional Experience

BLACK HILLS STATE UNIVERSITY (BHSU) – Spearfish, SD

7/2015 to Present

Assistant Director of Athletics – Internal Operations/Events

Support of BHSU Athletics in all NCAA events and student/academic activities on the BHSU Campus.

Selected Accomplishments:

- Financial direction of operations within Athletics/BHSU Young Center, including \$1 million+ budget
- Direction of all Coaches and Athletic Graduate Assistants, along with the development of the Recreation and Club Sports Program for all students on campus
- Co-Director of the 2016, 2017, 2018 South Dakota Special Olympics; including 800+ coaches/athletes
- Athletic program development, including building schedules/events for all Donald E. Young Center and Rocky Mountain Athletic Conference (RMAC) events
- Administration of coaches/staff development for careers with BHSU including, but not limited to, hiring, training, and developing new and innovative staff policies and processes
- Development of COVID-19 BHSU Donald E. Young Center and Athletics Management Plan (available upon request)
- Created and implemented best practice customer service standards for all BHSU Athletics staff
- Game Day Administrator – Football, Men's Basketball, Women's Basketball, Women's Soccer, Triathlon
- Continued development of all BHSU Athletic programs, virtues, and ideals through the academic year

BHSU Membership:

- 2020-2021 Recruitment Plan/Admissions/Marketing Integration – Presidential Appointment
- 2020 COVID-19 Re-Opening Task Force – Athletics Representative
- 2019 Retention Task Force – Presidential Appointment
- 2019 VP and Enrollment Management Selection Committee
- Staff Senate – Senior Athletics Representative
- City of Spearfish Parks Board Member – Mayoral Appointment

UNITED STATES OLYMPIC COMMITTEE (USOC) – Colorado Springs, CO

10/2014 to 7/2015

Programs Coordinator, Operations

Supported the Olympic Movement with all programs and events from the Winter 2014 Sochi Olympic Games through the Summer, 2016 Rio Olympic Games.

Selected Accomplishments:

- Management of Olympic and National Governing Bodies (NGBs) programs and events
- Staff development including, but not limited to, hiring, training, and developing staff and interns for their careers with the USOC
- Monitored and controlled financial budgets for the Operations Division at the Olympic Training Center
- Coordinated logistics of all programs and events in their entirety, including large scale and resident programs
- Created and implemented best practice customer service standards for Olympic Training Center staff
- Continued development of Olympic programs, virtues, and ideals leading up to the 2016 Rio Games
- Featured in University of Minnesota alumni magazine for USOC achievement and career development
- Collaboration with USOC/NCAA colleagues regarding NCAA sponsored events

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Professional Experience – Page 2

UNIVERSITY OF DENVER (DU) – Denver, CO

9/2012 to 10/2014

Athletics/Customer Service Manager

Support to DU Athletics and Recreation with all programs and activities on campus.

Selected Accomplishments:

- Managed University of Denver Athletics staff members (200+) throughout the Ritchie Center
- Financial management, which included membership sales, alumni and public retention, budget reports, and financial analysis of all athletic facilities and programs
- Administration of all Ritchie Center athletics/events, including Summit Conference and National Collegiate Hockey Conference
- Successful development of new hiring process and quality management system within the division
- Management of divisional website, social media, and information avenues
- Assisted with oversight of activities and logistics of the 2012 Presidential Debates hosted by DU

UNITED STATES OLYMPIC COMMITTEE (USOC) – Colorado Springs, CO

1/2011 to 9/2012

Operations Intern – Operations Specialist

Supported the Operations Division with all programs and activities on the USOC Campus.

Selected Accomplishments:

- Oversaw Olympic and National Governing Bodies (NGBs) programs and events
- Program development, which included building camps and programs for NGBs and outside users
- Coordinated finances and logistics of programs at the Olympic Training Center
- Continued development of Olympic programs, virtues, and ideals throughout 2012 London Games

DENVER BRONCOS – Denver, CO

4/2007 to 8/2011

Stadium Operations

Managed events, business functions, and all Stadium Management Company operations at Mile High.

Selected Accomplishments:

- Event management at Mile High Stadium – Denver Broncos, Denver Outlaws, CHSAA Events, more.
- Press box coordination, including ticketing, marketing, guest relations, operations, and promotions
- Coordinated Democratic National Convention (DNC) departments, including the Democratic Party, US government officials, Secret Service, F.B.I., and guests throughout the 2008 Convention

DAKOTA RIDGE HIGH SCHOOL – Littleton, CO

6/2006 to 7/2011

Head Hockey Coach/Assistant Athletic Director/High School Administration (2010)

Established Dakota Ridge High School's first CHSAA sanctioned hockey program. Supported the Athletic Director with athletics and administration activities.

Selected Accomplishments:

- Developed an innovative approach with staff, students, assistant coaches, and team managers to promote an academic and athletic balance
- Controlled and monitored budget and all financial aspects of each fiscal year
- Marketed and advertised team fundraisers and events, including market research, promotions, social media, and team volunteer activities
- Administered game operations, including scheduling, transportation, game day staff and officials, ticket and retail sales, media, and promotions

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Education & Training

ARIZONA STATE UNIVERSITY – Tempe, AZ

Education Doctorate: Leadership and Innovation, 5/2021

- Research: NCAA Student-Athlete Development, Career Advising
- Dissertation: *An Examination of Innovative Career Advising Processes for NCAA Student-Athletes*
- Dissertation Committee: Dr. Craig Mertler (Chair), Dr. Molly Ott, Dr. Sydney Haugland
- Designation: Summa cum laude
- 2020 Leadership & Innovation Research Scholarship Award
- 2018 ASU Doctoral Research Conference Presentation
- 2019 ASU Doctoral Research Conference Presentation
- 2020 ASU Doctoral Research Conference Presentation
- 2021 ASU Doctoral Research Conference Presentation

UNIVERSITY OF COLORADO – Denver, CO

Master of Business Administration, 12/2011

- Master's in Business Administration | Specializations: Sports and Entertainment Management, Marketing, International Business

UNIVERSITY OF MINNESOTA – Crookston, MN

Bachelor's of Science, 5/2005

- Sport and Recreation Management | Minor: Coaching | NCAA Hockey

Computer skills: proficiency in Banner, Blackboard, CANVAS, SPSS, Hyper Research, CRM, EBMS, RecTrac, and WebTrac