

# Terry L. Obee

Western Kentucky University | 1906 College Heights Blvd. #11089 | Bowling Green, KY 42101-1089 |  
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## EDUCATION

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| <b>Western Kentucky University</b><br><i>Master of Business Administration (MBA), Emphasis: Data Analytics &amp; Marketing</i>                                                        | Bowling Green, KY<br>Completed: August 2025 |
| <b>United States Sports Academy</b><br><i>Doctor of Education (Ed.D.) in Sport Management, Dissertation: "Perceptions on Paying Student-Athletes Beyond the Athletic Scholarship"</i> | Daphne, AL<br>2014–2018                     |
| <b>Western Kentucky University</b><br><i>Master of Science in Leadership Dynamics, Thesis: "An Evaluation of Effective Sports Coaching"</i>                                           | Bowling Green, KY<br>2012–2013              |
| <b>Western Kentucky University</b><br><i>Master of Science in Athletic Administration, Thesis: "Perceptions of Athletes on Coaching Ethics"</i>                                       | Bowling Green, KY<br>2010–2012              |
| <b>University of Oregon</b><br><i>Bachelor of Science in Business Administration, Major: Marketing and Management</i>                                                                 | Eugene, OR<br>1986–1990                     |

## EXPERIENCE

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| <b>Associate Pedagogy Professor</b><br><i>Western Kentucky University, School of Kinesiology, Recreation &amp; Sport</i>                                                                                                                                                                                                                                                                 | 2024–Present<br>Bowling Green, KY |
| <b>Assistant Professor</b><br><i>Western Kentucky University, School of Kinesiology, Recreation &amp; Sport</i>                                                                                                                                                                                                                                                                          | 2018–2024<br>Bowling Green, KY    |
| <b>Instructor</b><br><i>Western Kentucky University, Gordon Ford College of Business</i>                                                                                                                                                                                                                                                                                                 | 2019–2023<br>Bowling Green, KY    |
| <b>Instructor</b><br><i>Western Kentucky University, School of Kinesiology, Recreation &amp; Sport</i>                                                                                                                                                                                                                                                                                   | 2012–2018<br>Bowling Green, KY    |
| <b>Football Analyst – WKU Football</b><br><i>Western Kentucky University</i> <ul style="list-style-type: none"><li>• Provide live and post-game strategic analysis.</li><li>• Host televised pre-game and post-game programs.</li><li>• Serve as a sideline reporter for Conference USA broadcasts.</li><li>• Mentor and support student-athletes academically and personally.</li></ul> | 2013–Present                      |
| <b>Assistant Football Coach – WKU Football</b> <ul style="list-style-type: none"><li>• Recruited student-athletes nationally.</li><li>• Coached wide receivers and running backs.</li><li>• Served as the team's academic and community engagement liaison.</li></ul>                                                                                                                    | 2009–2012                         |
| <b>NFL Coaching Intern</b><br><i>Tennessee Titans</i> <ul style="list-style-type: none"><li>• Assisted with wide receivers, running backs, and special teams.</li><li>• Contributed to player development and training camp operations.</li></ul>                                                                                                                                        | Summer 2012                       |
| <b>Assistant Football Coach</b><br><i>Stanford University</i> <ul style="list-style-type: none"><li>• Coached quarterbacks and wide receivers at the NCAA Division I level.</li></ul>                                                                                                                                                                                                    | 2006–2009                         |

- Assisted with strength and conditioning initiatives.
- Assisted with NFL Pro Day preparation.

## Professional Football Career

1990–1998

*Seattle Seahawks | Minnesota Vikings | Chicago Bears*

- Eight-year NFL career.
- Team captain and special teams leader.
- Community ambassador and professional mentor.

## Owner / Broker

2003–2009

*Obee Realty, Inc.*

*Vallejo, CA*

- Founded and operated a full-service real estate firm.
- Specialized in client development, sales, and negotiation.

## Owner / Investment Advisor

1998–2003

*Obee Financial Services*

*Chicago, IL*

- Managed more than \$50 million in assets for individual and business clients.
- Conducted financial education seminars throughout the Midwest.

## CERTIFICATIONS

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NFL Certified Coach – National Football League | 2012–2014

NCAA College Coaching Certification – Indianapolis, IN | 2002–2012

## COURSES TAUGHT

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Sport Management & Analytics: SPM 200: Introduction to Sport Management; SPM 300: Public Policy and Sport; SPM 305: Sport Event Planning; SPM 310: Sport Ethics and Morals; SPM 330: Sport Analytics; SPM 350: Administration of Intercollegiate Athletics; SPM 402: Fiscal Practices in Sport; SPM 454: Sport Governance. Business & Entrepreneurship: ENT 312: Entrepreneurship; MKT 220: Basic Marketing Principles. Coaching & Physical Education: PE 100: Lifetime Fitness & Wellness; PE 101: Weightlifting; PE 340: Football Coaching; PE 341: Basketball Coaching; PE 497: Coaching Principles.

## TEACHING & STUDENT ENGAGEMENT

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Academic advisor and mentor to sport management students. Faculty representative for ATP/TOPS Orientation and Recruiting. Advisor, Sport Management Club | 2015–2022. Academic liaison supporting student-athletes. Mentor to students pursuing careers in professional sports, intercollegiate athletics, coaching, sport management, and business. Incorporate professional athletics experiences into classroom instruction. Utilize Tableau, RapidMiner, and SPSS to support applied learning in sport analytics. Integrate current issues in intercollegiate athletics, including student-athlete development, governance, policy, ethics, finances, and the changing collegiate athletics landscape.

## TEACHING HONORS & RECOGNITION

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Men's Basketball Most Valuable Professor, WKU | 2017–Present. Women's Basketball Most Valuable Professor, WKU | 2017–Present. Women's Soccer MVP Professor, WKU | 2017–2024. Women's Volleyball MVP Professor, WKU | 2017–2024. Chi Omega Sorority Professor of the Month, WKU. CITL Teaching Honors, WKU.

## RESEARCH & SCHOLARLY INTERESTS

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Intercollegiate athletics administration; Student-athlete experience and development; Student-athlete compensation; Sport analytics; Sport governance and policy; Sport leadership; Coaching effectiveness; Coaching ethics; Athletics administration; Sport finance; Professional athlete transition and development; Business and entrepreneurship in sport.

## DOCTORAL DISSERTATION

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Obee, T. L. "Perceptions on Paying Student-Athletes Beyond the Athletic Scholarship." Doctor of Education (Ed.D.) in Sport Management, United States Sports Academy | 2018.

## **GRADUATE RESEARCH**

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Master of Science in Leadership Dynamics: Thesis: "An Evaluation of Effective Sports Coaching." Western Kentucky University | 2013. Master of Science in Athletic Administration: Thesis: "Perceptions of Athletes on Coaching Ethics." Western Kentucky University | 2012.

## **PRESENTATIONS & SPEAKING ENGAGEMENTS**

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"Why Not Us" Leadership Series – WKU | 2020–Present. "The Student-Athlete Experience" – University of Oregon Alumni | 2009–2017. "Getting to Know WKU" – Football Recruiting Series | 2016–Present. "Beginning with the End in Mind" – WKU Keynote | 2012–2018. "How Hard Is It to Play in the NFL?" – California High School Football Association | 2010. "The Effects of Offseason Training" – Oregon High School Football Association | 2012. "The Price of Success" – WKU Student-Athlete Series | 2014. "Wide Receiver Play" – Illinois High School Football Convention | 2008. "Life Skills Series" – NFL Combine Panelist | 2007. "How Bad Do You Want It?" – WKU Motivational Series | 2013–Present.

## **CONFERENCES & PROFESSIONAL DEVELOPMENT**

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National: American Football Coaches Association (AFCA) National Convention | 2009–2013; NFLPA National Convention | 1990–Present. Regional: Kentucky High School Athletic Association (KHSAA) State Convention | 2009–Present.

## **UNIVERSITY SERVICE**

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CHHS Faculty Fellow, LLC | 2026–Present. Football Analyst / Sideline Reporter / Host, WKU Football | 2013–Present. Academic Liaison for Athletics | 2012–Present. Center for Innovative Teaching & Learning (CITL), Member | 2019–Present. Restart Academic Committee – COVID-19 Response | 2020–2022. CHHS DEI Committee & Event Subcommittees | 2018–Present. Collegiate Golf Alliance, Campus Coordinator | 2012–Present. Departmental Search Committees | Multiple Years. Faculty Representative, ATP/TOPS Orientation & Recruiting | 2013–Present. Advisor, Sport Management Club | 2015–2022.

## **ATHLETICS & STUDENT-ATHLETE SERVICE**

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Support student-athletes through academic mentoring and professional development. Serve as a liaison between athletics and academic programs. Assist with student-athlete recruitment and orientation. Provide mentorship related to careers in professional and intercollegiate athletics. Participate in athletics programming and student-athlete engagement initiatives.

## **COMMUNITY SERVICE**

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Board Member, Bowling Green Housing Authority | 2013–Present. Big Brothers Program – Nashville | 2018–Present. Board Member, Kentucky Orchestra | 2014–2020. Volunteer Coach, Bowling Green East Little League | 2012–Present. Mentor, Bowling Green High School – WTRY Program | 2012–Present.

## **PROFESSIONAL MEMBERSHIPS**

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NFL Players Association (NFLPA) | 1990–Present. NFL Coaches Association | 1990–Present. National College Football Association | 2009–Present. National Strength & Conditioning Association (NSCA) | 2008–2011.

## **HONORS & RECOGNITIONS**

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Men's Basketball Most Valuable Professor, WKU | 2017–Present. Women's Basketball Most Valuable Professor, WKU | 2017–Present. Women's Soccer MVP Professor, WKU | 2017–2024. Women's Volleyball MVP Professor, WKU | 2017–2024. Chi Omega Sorority Professor of the Month, WKU. CITL Teaching Honors, WKU. "Why Not Us" Board Recognition, WKU.