

**TERRY L. OBEE**

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 270.438.6473 |  terry.obee@wku.edu

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**EDUCATION****Master of Business Administration (MBA)** – *Emphasis: Data Analytics & Marketing*

Western Kentucky University – Bowling Green, KY

**Completed:** August 2025**Doctor of Education (Ed.D.) in Sport Management**

United States Sports Academy – Daphne, AL

**2014–2018***Dissertation: “Perceptions on Paying Student-Athletes Beyond the Athletic Scholarship”***Master of Science in Leadership Dynamics**

Western Kentucky University – Bowling Green, KY

**2012–2013***Thesis: “An Evaluation of Effective Sports Coaching”***Master of Science in Athletic Administration**

Western Kentucky University – Bowling Green, KY

**2010–2012***Thesis: “Perceptions of Athletes on Coaching Ethics”***Bachelor of Science in Business Administration**

University of Oregon – Eugene, OR

**1986–1990***Major:* Marketing and Management

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**ACADEMIC APPOINTMENTS****Western Kentucky University – Bowling Green, KY****Associate Pedagogy Professor**, School of Kinesiology, Recreation & Sport*2024–Present***Assistant Professor**, School of Kinesiology, Recreation & Sport*2018–2024***Instructor**, Gordon Ford College of Business*2019–2023*

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**Instructor**, School of Kinesiology, Recreation & Sport  
2012–2018

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## **COURSES TAUGHT**

### **Sport Management & Analytics**

- SPM 330: Sport 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 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 340: Football Coaching
  - PE 341: Basketball Coaching
  - PE 497: Coaching Principles
  - PE 101: Weightlifting
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## **PROFESSIONAL EXPERIENCE**

### **Football Analyst – WKU Football**

Western Kentucky University – Bowling Green, KY | 2013–*Present*

- Deliver in-depth live and post-game strategic analysis.
- Host televised pre- and post-game shows.
- Serve as sideline reporter for Conference USA broadcasts.
- Mentor and support student-athletes academically and personally.

### **NFL Coaching Internship – Tennessee Titans**

Nashville, TN | *Summer 2012*

- Assisted with WRs, RBs, and Special Teams units.

- Contributed to development plans and camp logistics.

### **Assistant Football Coach – WKU Football**

Western Kentucky University – Bowling Green, KY | 2009–2012

- Recruited nationally as WRs and RBs coach.
- Served as the team’s academic and community engagement liaison.

### **Assistant Coach – Stanford University Football**

Palo Alto, CA | 2006–2009

- Coached QBs and WRs at the D-I level.
- Contributed to strength and conditioning and NFL Pro Day prep.

### **Owner/Broker – Obee Realty, Inc.**

Vallejo, CA | 2003–2009

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

### **Owner/Investment Advisor – Obee Financial Services**

Chicago, IL | 1998–2003

- Managed over \$50M in assets for individual and business clients.
- Delivered financial education seminars across the Midwest.

### **NFL Wide Receiver**

Seattle Seahawks, Minnesota Vikings, Chicago Bears | 1990–1998

- 8-year career as a professional athlete in the NFL.
- Team captain, special teams leader, and community ambassador.

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## **PRESENTATIONS & SPEAKING ENGAGEMENTS**

- **“Why Not Us” Leadership Series** – WKU | 2020–Present (Speaker & Advisor)
- **“The Student-Athlete Experience”** – Univ. 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?”** – CA HS Football Assoc. | 2010
- **“The Effects of Offseason Training”** – OR HS Football Assoc. | 2012
- **“The Price of Success”** – WKU Student-Athlete Series | 2014
- **“Wide Receiver Play”** – IL HS Football Convention | 2008
- **“Life Skills Series”** – NFL Combine (Panelist) | 2007
- **“How Bad Do You Want It?”** – WKU Motivational Series | 2013–Present

## CERTIFICATIONS

- **NFL Certified Coach**, NFL – New York, NY | *2012–Present*
  - **NCAA College Coaching Certification**, Indianapolis, IN | *2002–Present*
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## UNIVERSITY SERVICE

- WKU Football: Football Analyst / Sideline Reporter / Host | *2013–Present*
  - Academic Liaison for Athletics | *2012–Present*
  - CITL (Center for Innovative Teaching & Learning) Member | *2019–Present*
  - Restart Academic Committee (COVID Response) | *2020–2022*
  - CHHS DEI Committee & Event Subcommittees | *2018–Present*
  - Collegiate Golf Alliance Campus Coordinator | *2012–Present*
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## DEPARTMENT & STUDENT ENGAGEMENT

- Advisor, **Sport Management Club** | *2015–2022*
  - Departmental Search Committees | *Multiple Years*
  - Faculty Representative, ATP/TOPS Orientation & Recruiting | *2013–Present*
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## COMMUNITY & VOLUNTEER SERVICE

- **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*
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## PROFESSIONAL MEMBERSHIPS

- **NFL Players Association (NFLPA)** | *1990–Present*
  - **NFL Coaches Association** | *1990–Present*
  - **National College Football Association** | *2009–Present*
  - **National Strength & Conditioning Association (NSCA)** | *2008–2011*
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## CONFERENCES ATTENDED

### National:

- AFCA (American Football Coaches Association) National Convention | *2009–2013*
- NFLPA National Convention | *1990–Present*

### Regional:

- KHSAA State Convention | *2009–Present*
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## HONORS & RECOGNITIONS

- **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**