



**Norman O'Reilly** – Director, International Institute for Sport Business & Leadership Full Professor, School of Hospitality, Food and Tourism Management Cross-Appointed, Department of Management (Accounting)

Norm O'Reilly is recognized as one of the leading scholars in the business of sports. He is Professor and Founding Director of the International Institute for Sport Business & Leadership in the Gordon S. Lang School of Business & Economics at the University of Guelph. He was previously the Richard P. and Joan S. Fox Professor of Business and Chair of the Department of Sports Administration at Ohio University's College of Business. He has authored or co-authored 15 books, and more than 140 peer reviewed journal articles and is an accomplished teacher. In 2015, Dr. O'Reilly was awarded the Career Achievement Award by the American Marketing Association's Sport Marketing Special Interest Group. For more than a decade, he has been minority owner and partner consultant Toronto-based agency, T1, where he has worked for clients including Nike, UFC, Nissan, and Canadian Olympic Committee. Dr. O'Reilly was 'Assistant Chef de Mission' for the Canadian Paralympic Team at the 2016 Paralympic Games in Rio, Brazil. His research is often covered in the television, print and digital media. He also holds the CGA/CPA Accounting Designation.