

**Kyle M. Townsend**  
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## **EDUCATION**

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**Doctor of Philosophy** - Hotel and Restaurant Management Program  
Department of Nutrition, Dietetics, and Hospitality Management *(August, 2016)*  
Auburn University - Auburn, Alabama

**Masters of Science** - Hotel and Restaurant Management Program  
Department of Nutrition, Dietetics, and Hospitality Management *(August, 2013)*  
Auburn University - Auburn, Alabama

**Bachelors of Science** - Culinary Arts Management *(December, 2008)*  
Culinard – Birmingham, Alabama

## **TEACHING EXPERIENCE**

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### **Georgia State University Visiting Lecturer (Fall Semester 2016)**

#### **HADM 3010: Perspectives of the Hospitality Industry**

- Independently developed and delivered entire course as instructor
- Utilized local businesses and executives as speakers for course
- Grading and reporting to the University
- Recruit business students to the School of Hospitality Administration

#### **HADM 3490: Private Club Management (Online)**

- Independently developed and delivered entire course as instructor
- Utilized local businesses and executives as speakers for course
- Grading and reporting to the University
- Recruit Students to GSU CMAA Chapter

#### **MGHM/HADM 8600: Trends in the Foodservice Industry (Master's Cohort)**

- Independently developed and delivered entire course as instructor
- Utilized local businesses and executives as speakers for course
- Grading and reporting to the University
- Additional Focus on writing for research and understanding research methodologies

## **Auburn University Graduate Teaching Assistant**

### **HRMT 2400: Food Production**

- Independently delivered entire course as Lab Manager
- Independently delivered entire course as Instructor
- Developed curricula
- Responsible for the development of classroom material and assessment exercises
- Responsible for preparing audio/visual aids for those classes assigned
- Grading and reporting to the University
- Oversaw ServSafe Certification of students

### **HRMT 4600: Beverage Operations/Appreciation**

- Independently delivered entire course as Instructor
- Developed curricula
- Responsible for selection of beverages
- Liaison with industry contacts for guest speakers and field trips
- Responsible to the development of classroom material and assessment exercises
- Responsible for preparing audio/visual aids for those classes assigned
- Grading and reporting to the University
- Oversaw C.A.R.E. (controlling alcohol risks effectively) Certification

### **NTRI 3560: Experimental Foods**

- Guest Lecturer on soups, stocks, sauces for restaurant preparation

### **HRMT 2940: Professional Development**

- Guest Lecturer on business dress, business communication, and interviewing skills

### **HRMT 5330: Science of Quality Service**

- Guest Lecturer on quality appraisal and performance evaluation

### **HRMT 5460: Catering and Event Management**

- Guest Lecturer on buffet set-up and operations

### **HRMT 3041: Food Systems Operations Lab**

- Guest Lecturer on institutional foodservice

### **HRMT 5550: Club Management**

- Guest Lecturer on Club Foodservice, Club Operations, Member Services

## **HRMT 6380: Study Travel in HRMT (2013, 2014)**

- Assisted with classroom and planning activities surrounding 28-day backpacking trip through central Europe. Advising students, grading assignments, assisting the professors

## **GRADUATE TEACHING/GRADUATE RESEARCH ASSISTANT**

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**Duties included:** assisting HRMT faculty with research projects (engaged in literature searches and data entry and analysis, developing grant applications and experimental paradigms) and courses (assistance in the delivery of distance courses, development of new material for HRMT courses, grading of undergraduate student assignments and examinations, and other related duties).

**Auburn University Intermural Grant Program:** GRA for research project with Auburn University MRI Center. Located and scheduled participants, administered surveys, performed checklists for patient safety.

## **REFEREED JOURNAL PUBLICATIONS & CONFERENCE PROCEEDINGS**

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### **Journal Publication**

Confirming the Game-day Satisfaction Construct – A Modeling Study of National Collegiate Athletic Association Game Day Patrons. *Journal of Sports Management and Commercialization*, Volume 7, Issue 1, March 2016, pp.1-12. Published online: March 3, 2016

### **Manuscripts Currently in Preparation**

An Empirical Assessment of Brand-Building Effectiveness in Sports Sponsorship: a two-sport study of college athletics

The Impacts of Sport Tourism: A Review of Knowledge & Methods

A fMRI Study of “Cross Contamination” in Sports Marketing for International Brands

A fMRI Study of Desensitization to Violence in American Football Fans

A fMRI Study of “Cross Contamination” in Sports Marketing for Southeastern United States Regional Brands

## **Conference Proceedings**

2015 IIBA Summer Conference. Las Vegas, Nevada. “Cross Contamination Effects in Sports Marketing”

2014 Annual Summer ICHRIE Conference. San Diego, California. “The Impacts of Sport Tourism: A Review of Knowledge and Methods”

2014 Sport and Society Summer Conference. Rio De Janiero, Brazil. “Exploring the game-day satisfaction construct”

2011 SECHRIE Proceedings. Tuskegee, Alabama. “Identifying Critical Success Factors in Alabama Wine Tourism”

2011 Hospitality Graduate Conference. Houston, Texas. “A case study of Alabama wine tourism providers”

2010 SECHRIE Spring Conference. Atlanta, Georgia. “An extension of the game-day satisfaction construct-An exploratory study from the Southeastern Conference”

## **INDUSTRY EXPERIENCE**

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### **THE OCEAN CLUB AND LONG POINT GOLF CLUB AT AMELIA ISLAND PLANTATION, AMELIA ISLAND, FLORIDA**

JANUARY 2009-JULY 2009

CULINARY INTERN, PROMOTED TO CULINARY IV AFTER INTERNSHIP  
ASSISTED IN SPECIAL EVENT PLANNING AND EXECUTION

### **THE FALCON'S NEST AT AMELIA ISLAND PLANTATION, AMELIA ISLAND, FLORIDA**

HEAD LINE COOK, JUNE 2007-SEPTEMBER 2007

MANAGED OTHER COOKS DURING SERVICE  
RESPONSIBLE FOR DAILY FOOD AND BEVERAGE REPORT  
PLACED AND RECEIVED RESTAURANT PURCHASE ORDERS  
ASSISTED IN EMPLOYEE SCHEDULING  
MANAGED INVENTORY

### **ARICCIA RESTAURANT AT AUBURN UNIVERSITY HOTEL AND DIXON CONFERENCE CENTER, AUBURN, ALABAMA**

LINE COOK, FEBRUARY 2006-JULY 2006

OVERSAW PIZZA STATION, GARDEMANGER, AND PASTRY LINE  
PARTICIPATED IN BANQUET PREPARATION AND PLATING

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## **PROFESSIONAL DEVELOPMENT**

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### **Grant-writing workshop:**

- Completed a two-hour session on grant writing held by AU Biggio Center

### **Georgia State University Club Managers Association of America**

- Faculty advisor
- Assist with CMAA events in Atlanta and nearby

### **Auburn University Club Managers Association of America**

- Faculty Advisor
- Took Students to CMAA World Conference
- Organized monthly meetings and events

### **THE ADDED TOUCH**

- Student assistant for the Department of Nutrition, Dietetics, and Hospitality Management newsletter

## **AREAS OF ACADEMIC INTEREST**

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- Food and Beverage Tourism
- Sports Fan Identity
- Sports Marketing and Sponsorship
- Niche Tourism Markets/Natural Resources Tourism
- International Hospitality Management
- International Hospitality Education
- Club Management

## **AWARDS AND HONORS**

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**Student Senator of the Department of Nutrition, Dietetics, and Hospitality Management to the Graduate Student Council, Auburn University, 2011–2015**

**American Culinary Federation** – Certified Culinarian

**Kappa Omicron Nu** – National Honor Society for Human Sciences Member

## **SOFTWARE SKILLS**

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### **Research Related**

- IBM SPSS/AMOS
- Qualtrics

### **Teaching Related**

- Canvas
- Blackboard
- Microsoft Word, Excel, PowerPoint, Publisher
- ICollege/D2L (GSU online learning system)