

DR. KENNETH E. PENDLETON

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EDUCATION

University of Oregon Eugene, Oregon

Ph.D. Philosophy, 1998

Areas of Specialization: Philosophy of Law, Ethics, Rhetoric & Argumentation, American Philosophy, Social & Political Philosophy, Philosophy of Sports. Wrote dissertation on intersubjectivity, arguing for the use of a reasonable woman's standard to adjudicate hostile environment sexual harassment claims.

Florida State University Tallahassee, Florida

B.A. Philosophy, 1987

Minors in Sociology, Political Science, Cultural Anthropology

EMPLOYMENT

9/24 –

University of Oregon, Warsaw Sports Marketing Center

Instructor

Developed and taught multiple sections of the following 400-level courses: Sports Marketing, Sports Sponsorship, Sports Brand Management, and Sports Law, as well as Business Law & Ethics and a graduate seminar on Finance & Ethics.

1/23 – 6/24 – University of Oregon, Warsaw Sports Marketing Center

Pro Tem Instructor

Developed and taught multiple sections of the following 400-level courses: Sports Marketing, Sports Sponsorship, and Sports Brand Management.

6/15 – 1/23 - Trading Players Inc.

Founder & CEO

Founded and currently serve as CEO and Chief of a fantasy sports gaming company that has developed the first viable play stock market for professional athletes. Responsibilities include raising two million dollars; designing market as well as market-making and live prediction systems; development of legal compliance plan; helping prepare company for SEC filing for crowdfunding offering. Serving as Director of Marketing during launch (while CMO attends to protracted family emergency). In sum,

learning what it takes to turn an idea into an executable product in a very challenging economic and legal environment.

2019 Co-Author - The Sports Playbook: Building Teams that Outperform, Year after Year

A deep examination and how-to guide, exploring how to build team cultures by aligning values with practices. The focus was on sports teams, but the examination and lessons can be applied to any organization.

4/13 – present - Sports Conflict Institute

Research & Project Development

Sports Conflict Institute is dedicated to understanding, resolving, and preventing conflicts that arise in sports. My role at SCI is to help design projects and develop more sophisticated analytical methods to promote better practices in sports management.

4/09 – 3/13 - Competition Not Conflict Program, School of Law,
University of Oregon

Instructor

Develop and teach courses on sports conflict and culture for Competition Not Conflict (CNC) whose organizational goal was to promote positive competition through the empowerment of athletes, coaches, and community members. Academic work reflects encyclopedic knowledge of the history of American sports and international soccer as well as background in social and cultural theory.

8/04 - 3/11 - Webster University

Philosophy Instructor

Taught Introduction to Critical Thinking on-line. Learned to confront the challenges of making an online course interactive and interesting. The key is to use videos, e.g., segments from *60 Minutes*, to teach students how to break down arguments into components (issues, claims and premises) before drawing conclusions.

12/00 - 3/11 - Oregon State University

Philosophy Instructor

Designed and taught courses on Critical Thinking, Ethics, Introduction to Philosophy, Theories of the Good Life, Modern Political Theory, and Theories of Globalization and Consumer Culture. The goal is to compel students to think about something they thought they understood from different perspectives.

9/07 – 3/09 - Football Marketing & Management International

Consultant on American and international soccer. Provided significant research and content for a B2B publication, [Soccer in North America: the Commercial Opportunities](#) (2006). Edited a weekly newsletter that summarizes business related activity in the soccer industry.

4/06 - 1/07 - Lerner Publications

Authored 100-page [children's book on David Beckham](#)

8/05 - 09/07 - USSoccerplayers.com

Soccer columnist

Wrote weekly column on international soccer, with an emphasis on showing how understanding the history of the sport can be used to draw lessons applicable to the evolution of American soccer.

1/00 - 12/00 Prof. Cheyney Ryan, Philosophy Dept., University of Oregon
Legal Researcher

Conducted a comprehensive study of the evolution of, and the differences between, British and American jurisprudence regarding the constitutionality of a military draft and the Right to Bear Arms from the 16th Century to the present.

6/99 - 9/99 Graduate Teaching Fellows Federation, University of Oregon
Collective Bargaining Negotiator and Healthcare Consultant

Responsibilities included successfully convincing the university to increase its contribution to the graduate teachers' health plan by 120% and to subsidize coverage for partners and dependents for the first time (see immediately below for specific duties).

1/97 - 9/97 Graduate Teaching Fellows Federation, University of Oregon
Chief Negotiator

Responsibilities included developing bargaining strategies, designing, coordinating and implementing public relations campaigns, proposing and negotiating changes in the collective bargaining agreement, managing the collective bargaining team.

1/91 - 8/96 University of Oregon, Philosophy Department. *Instructor*

Responsibilities included proposing courses, choosing course materials, preparing each syllabus, lecturing, and grading the following courses: Reasoning & Critical Thinking, Ethics, Social & Political Philosophy, Existentialism, Philosophy of Sports.

9/95 - 12/96 Graduate Teaching Fellows Federation, University of Oregon
University Relations VP

Responsibilities included mediating and prosecuting grievances, forming and training a grievance committee, overseeing diplomatic relations with the university's administration, designing and organizing a workshop addressing the pedagogical problems that arise in multicultural settings.

5/94 - 8/95 Graduate Teaching Fellows Federation, University of Oregon

External Relations VP

Responsibilities included coordinating and improving relationships with other labor organizations in Eugene and the state of Oregon and developing political campaigns and public relations strategies in conjunction with allied parties.

COMMITTEES & CONFERENCES

9/95 - 8/97 American Federation of Teachers- Oregon

VP on Executive Council

Responsibilities included making decisions about the direction of the State Federation, overseeing the professional staff, facilitating communication with the various locals, and actively participating in organizing new locals.

9/95 - 8/97 American Federation of Teachers- Oregon

Member of Finance and Personnel Committee

Responsibilities included reviewing, revising, recommending and submitting a budget in excess of \$800,000, interviewing, selecting, negotiating with, and evaluating the staff, analyzing the programs and budgets of all of the AFT-Oregon locals.

9/92 – 6/93 University of Oregon, Philosophy Department

Graduate Student Faculty Advisory Representative

Responsibilities included being the elected representative of the graduate students in the philosophy department at faculty meetings.

4/92 - 5/93 University of Oregon, "Practicing Postmodernisms"
Conference

Co-chair and co-organizer

Responsibilities included developing the topic, raising funds for, and planning an academic conference with nearly 100 participants.

REFERENCES

Dr. Cheyney Ryan	Melinda Harm-Benson	David Galas
Professor	Associate Professor	President
Institute for Ethics and Law Oxford University	Dept. of Geography & Environmental Studies. University of New Mexico	Lane United FC
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