NOVUS SPORT: CENTER FOR INNOVATION IN PHYSICAL ACTIVITY AND SPORTS
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Industry Sector(s): Sports, Fitness
Product Category: Education & Training Services, Product Development, Wellness Promotion, Health Promotion

Opportunity Overview
The School of Physical Education and Tourism Management (PETM) is in the early phases of developing academic/industry collaboration with the American College of Sports Medicine (ACSM) to create a distinctive center for innovation in physical activity and sports. The goal of the venture will be to connect networks around product development, programming, policy which have a specific focus on the promotion of movement for the benefit of health. The effort will re-energize the "Novus Sport" brand, initially created as a product that emanated from BioCrossroads.

Markets & Applications
- Innovative exercise and physical activity programming
- Grassroots sports participation for health benefit
- Exercise product development
- Generation of new uses of exercise or novel exercise programming applications to combat chronic health conditions
- Sports and physical activity programming spanning the lifespan
- Wellness promotion

Competitive Advantage/Value Propositions
The goals of the effort will be to: 1) Connect and integrate relevant sport and physical activity innovation networks; 2) encourage a pipeline of systematic innovation related to sport and physical activity; 3) Evaluate and showcase promising and proven innovation; 4) Build a global community for innovation and action around physical activity and sports with an emphasis on the United Nations campaign to combat non-communicable diseases.
Researcher Biographies

**James Gladden, Ph.D.**

Dr. James (“Jay”) Gladden became Dean of the School of Physical Education and Tourism Management on July 15, 2009. Dean Gladden joined IUPUI after serving as Associate Dean in the Isenberg School of Management at the University of Massachusetts Amherst, where he was a faculty member in the Department of Sport Management. Dr. Gladden spent 12 years on the nationally-renowned UMass Sport Management faculty where he taught a variety of courses, including Sport Marketing, Applied Sport Marketing Research, Sport Event Sponsorship, and Sport Event Management. In each of these classes, Dr. Gladden partnered with industry to create student-related projects. Some of the organizations his students worked with include the Basketball Hall of Fame, Boston College Athletics, New Balance, Octagon Marketing, Philips Electronics, US Soccer, and the WNBA. Dr. Gladden’s research expertise lies in the areas of sport brand management, sport sponsorship planning and evaluation, and college athletic fundraising. Dr. Gladden has published numerous articles and book chapters on these topics in a wide variety of outlets including the Journal of Sport Management, Sport Marketing Quarterly, Sport Management Review, and the International Journal of Sports Marketing and Sponsorship, and trade publications such as Athletic Management and Sports Business Journal.

Dr. Gladden also brings nearly 20 years of experience working with industry, first as a Project Director for DelWilber + Associates (from 1991 to 1994) and then later as a faculty member at UMass. Dr. Gladden has worked with a variety of organizations including the Cleveland Cavs, Compaq Computer Corporation, Iowa State University, the Los Angeles Dodgers, Major League Soccer, the National Basketball Association, the National Collegiate Athletic Association, the Pittsburgh Pirates, Purdue University, and the United States Figure Skating Association.

Originally from a northern suburb of Chicago, Dr. Gladden graduated from DePauw University in 1988 with a B.A. in Communication Arts & Sciences. He received a M.A. in Sport Management from Ohio State University in 1991 and a Ph.D. in Sport Management from the University of Massachusetts in 1997.

**Rafaele Bahamonde, Ph.D.**

Development Plans/Needs

1. Making connections with other networks, organizations or potential sources of funding with an exercise/sports and innovation link

2. Exploration of potential partnering opportunities