

Courtney M. Brunious

brunious@marshall.usc.edu

EXPERIENCE

USC Marshall School of Business

Los Angeles, CA
2023 – Current

Assistant Professor, Department of Management and Organization

Master of Science in Social Entrepreneurship Course Taught

- GSBA 529, Strategic Formulation for Competitive Advantage

Upper Division Undergraduate Courses Taught

- BUAD 497, Strategic Management
- MOR 480, Sports Business Innovation

Lower Division Undergraduate Course Taught

- BUAD 104, Learning about International Commerce

Altius Sports Partners

Los Angeles, CA
2021 – 2023

Chief Operating Officer

Lead, managed, and directed all day-to-day operations

- Led seller side due diligence, including management of operations, financial, and legal documents during sale process directly related to company acquisition by private equity firm.
- Worked with CEO to create and implement strategies to broaden market presence in emerging Name, Image, Likeness (NIL) industry, including delivery of programs to university athletic department partners.
- Developed short, medium, and long-term strategies for Altius Sports Partners' business development and growth, including product offering segmentation.
- Directly oversaw all operational growth for Altius Sports Partners, including, but not limited to: Human Resources, Accounting, Finance, Legal, and all standard operating procedures for the company.
- Directly managed all Altius Sports Partners senior-level executives and foster environment of growth within the organization.

Marketing and Strategy Consultant

2020 – 2021

- Developed and executed on strategies and implementation for the launch of a collegiate name, image, likeness start-up company.

USC Marshall School of Business

Los Angeles, CA
2021 – 2023

Adjunct Professor, Department of Management and Organization

Master of Science in Social Entrepreneurship Course Taught

- GSBA 529, Strategic Formulation for Competitive Advantage

Upper Division Undergraduate Courses Taught

- BUAD 497, Strategic Management
- MOR 480, Sports Business Innovation
- MOR 476, The Art of Leadership: Leading on a Global Stage

USC Marshall School of Business

Los Angeles, CA
2019 – 2021

Lecturer, Department of Management and Organization

Master of Science in Social Entrepreneurship Course Taught

- GSBA 529, Strategic Formulation for Competitive Advantage

Upper Division Undergraduate Courses Taught

- BUAD 497, Strategic Management
- MOR 499, Sports Business Innovation

Lower Division Undergraduate Course Taught

- BUAD 104, Learning about International Commerce

USC Marshall School of Business

Los Angeles, CA
2018 – 2019

Adjunct Professor, Department of Management and Organization

Upper Division Undergraduate Courses Taught

- BUAD 497, Strategic Management
- MOR 499, Sports Business Innovation

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USC Marshall Sports Business Institute (SBI)

Associate Director

Los Angeles, CA
2013 – 2019

Managed Institute strategy, operations, and new initiatives

- Created multiple programs aimed at increasing stakeholder engagement and driving revenue, including launch of the SBI Corporate Board, sports business blog *The Fields of Green*, and the Rising Executives Committee.
- Lead on SBI innovation research and reports, including research planning and strategy, oversight of student researchers, interviewing of industry participants, and creation of reports and presentations.
- Executed SBI event strategy including orchestration of portfolio of events including Commissioners' Series, Business of Sports series and Innovation Forums.
- Supervised direct report SBI Assistant Director on execution of SBI programs and initiatives.

Assistant Director, Operations

2011 – 2013

Managed day-to-day operations for the Sports Business Institute

- Worked directly with the Executive Director on strategies for developing growth across all SBI initiatives.
- Oversaw creation of annual budgetary and financial goals, including revenue generation initiatives.
- Created strategies for marketing and brand exposure, to include engaging stakeholders such as the SBI's Executive Committee and Advisory Council members.
- Supervised and managed student research and consulting teams as well as student interns.

Consultant

2010

USC Marshall Sports Business Institute

- Oversaw creation of SBI consulting reports and recommendations.
- Planned and developed materials for creation of an interdisciplinary center at USC.

Sports Business Group

- Created a benchmarking and risk/return analysis related to naming rights for public venues.
- Assisted start-ups in the sports and technology space with business plan formulation and business development.

Lawyerlink/Special Counsel

Contract attorney working with law firms Eimer Stahl and McDermott, Will, & Emery

Chicago, IL
2006 – 2008

KB Home

Land Acquisition Associate

Pomona, CA
2004 – 2005

Procured multiple land acquisitions in San Bernardino County pursuant to business plan.

- Wrote market strategy and ran pro-forma analysis on multi-million-dollar land deals including aiding in structuring deals to fit the Division's IRR and profit margin goals.
- Directed land package formulation and worked cross-functionally to achieve deal approval.
- Developed a comprehensive understanding of submarket consumer base and appropriate product lines.

EDUCATION

Cornell University, *Diversity and Inclusion Certificate*

October 2020

University of Southern California, Marshall School of Business

Master of Business Administration

Los Angeles, CA
May 2010

University of Southern California, Gould School of Law

Juris Doctor

Los Angeles, CA
May 2004

University of Michigan

Bachelor of Arts, Political Science

Ann Arbor, MI
May 2001

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ADDITIONAL INFORMATION

- Admitted to Illinois State Bar – May 4, 2006
- Has appeared on radio, TV, documentaries, in printed publications and at conferences as a sports business expert
- Annual participant in the Leslie E. Adkins Consortium Mentorship Program; 2016 recipient of the Marshall Black Alumni of the year award
- Co-creator and Instructor, USC Marshall Online MBA Diversity & Inclusion Speaker Series and Course
- Marshall School of Business, Office of Diversity, Equity, and Inclusion Faculty Fellow (2020 – Current)
- USC Marshall LINC Committee Member (2020-21)
- USC Marshall MOR Department Committee Member, Clinical Search Committee (2021)
- USC Marshall MOR Department Inclusive Leadership Task Force Member (2021)
- USC High School Summer Program “Intro to Business” Faculty member (2021, 2022)
- USC Marshall Faculty Student Club Advisor
 - Black Graduate Business Leaders (2022-Current)
 - Marshall Soccer Club (2022-Current)
 - Sports Business Association (2023 - 2024)
 - USC Sports Business Summit (2023)
 - RISE Consulting Club
- Collaborator on development and delivery of joint Marshall and Annenberg campus wide course on Global Sports (2023 – Current)
- Lead for USC Undergraduate Informational Sessions on Graduate Business School Opportunities for diverse students (2023 – Current)
- Attended Harvard Business Publishing Education – (In-person) Teaching with Cases Seminar (2024)
- USC Marshall Golden Apple Award Recipient (Spring 2024)
- Marshall School of Business, Leadership Program Fellow (2024 – Current)