

STEFANIE A. LATHAM, PH.D.  
Online Adjunct Professor- Graduate Human Performance Program  
Sul Ross State University  
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#### EDUCATION

Doctor of Philosophy in General Psychology, Emphasis on Sport Psychology 2007  
Capella University

Master of Science in Education, Emphasis on Sport Administration 2002  
University of Central Oklahoma

Bachelor of Science in Education, Emphasis on Education and Health 1998

#### PROFESSIONAL EXPERIENCE

Journal Record- Oklahoma City, OK July 2015-Present  
Title: Digital Advertising Manager, The Journal Record Business News, Tinker AFB  
Publications, Propel Digital Marketing  
Responsibilities: Oversee 5 Account Managers, direct all training of new digital  
marketing solutions (SEO, SEM, Direct Email, Display, Video, Social Media  
Management, Brand Reputation Monitoring, Website Marketing), Lead Digital Branding  
Strategist, set budgets and drive sales of digital products

Sul Ross State University- Alpine, TX 2013-Present  
Title: Online Adjunct Professor- Graduate Human Performance Program  
Responsibilities: Teach Statistics, Research Methods, Sports Law, Group Dynamics,  
moderate Blackboard online classroom, create podcast lectures, screen sharing

The BBN Group (A Group M Company)- New York City, NY 2011-2015  
Title: Director of Research and Strategy  
Responsibilities: Direct market research team for b2b brand strategy, manage the  
development of b2b focused campaigns for 3 large national brands, lead presenter of  
market research and marketing consultations, manage client relationship in conjunction  
with account executives, direct focus groups and semi-structured interviews to identify  
brand strategy for clients' targeted audiences within b2b, oversee and supervise data  
analysis team (including social media analysis/reactions), working knowledge of video,  
mobile, and display ad serving, manage campaigns through Salesforce CRM

Oklahoma City University- Oklahoma City, OK 2009-2011  
Title: Associate Professor & Chair of Health & Human Performance  
Responsibilities: Manage HHP budget, grant and fundraising for exercise physiology lab,  
direct departmental retention and recruitment efforts, revise undergraduate curriculum  
from one generalist degree to three options (exercise science; wellness; coaching),  
develop graduate program and curriculum for M.S. in Health & Human Performance,  
provide training, development, mentorship, feedback, and evaluation of 4 full-time faculty  
and 12 adjunct faculty members, serve on university committees, develop course

schedules, hire KES personnel and faculty, mentor new faculty outside the department, advise undergraduate and graduate students/coordinate enrollment, chair graduate practicum/research projects, supervise student development and community outreach, teach 3 months each year in Singapore overseas wellness programs, teach Health & Aging, Advanced Sport Psychology, Group Dynamics, Statistics, Research Methods, and Graduate Practicum at graduate level, teach Senior Capstone course at undergraduate level

Oklahoma City University- Oklahoma City, OK 2007-2009  
Title: Assistant Professor of Kinesiology & Health Studies  
Responsibilities: Teach Wellness, Health Behavior, Nutrition, Biomechanics, Exercise Physiology, Statistics, Sport Law, Issues in Women's Health at undergraduate level, serve as advisor for student HHP club, coordinate social media outreach

Oklahoma City University- Oklahoma City, OK 2005-2007  
Title: Adjunct Instructor- Department of Kinesiology/Exercise Science and Department of Applied Behavioral Studies  
Responsibilities: Teach Psychology of Learning, Sport Psychology, Motivational Psychology, Group Processes, Health Psychology, Legal Trends in Sport & Fitness

University of Central Oklahoma- Edmond, OK 2002-2005  
Title: Adjunct Instructor- Department of Kinesiology and Health Studies  
Responsibilities: Teach Wellness, Beginning Volleyball, Beginning Tennis, Beginning Golf

Edmond North High School- Edmond, OK 2001-2004  
Title: Teacher, Curriculum Coordinator, Head Volleyball Coach  
Responsibilities: Teach Health and Psychology classes, serve as curriculum coordinator for Physical Education and Health curriculum, serve as Head Volleyball Coach (187-12 record)

Oklahoma Juniors Volleyball Club 2000-2003  
Title: Director, Manager, Coach  
Responsibilities: Direct 12 through 18-year-old volleyball teams (350 athletes), manage Oklahoma Redland Rendezvous National Volleyball Tournament, coach 18 and under national team (114-3 record)

University of Central Oklahoma- Edmond, OK 2000-2001  
Title: Assistant Volleyball Coach, Graduate Assistant- Kinesiology Department  
Responsibilities: Coach volleyball, serve as research assistant, serve as fitness lab instructor, serve as graduate student representative for NCATE committee

Amarillo High School- Amarillo, TX 1999-2000  
Title: Teacher, Volleyball Coach  
Responsibilities: Teach Health and Psychology classes, coach volleyball (33-0 Class 5A State Champions)

#### TRAINING AND CERTIFICATION

Oklahoma Teaching Certificates: Physical Education/Health K-12, Psychology  
Texas Teaching Certificates: Physical Education/Health 7-12, Psychology Endorsement

## PROFESSIONAL ASSOCIATIONS

American Alliance for Health, Physical Education, Recreation, Dance – SHAPE  
American Psychological Association Health Psychology Division  
Association of Applied Sport Psychology

## HONORS, AWARDS, AND LISTINGS

Southern District Alliance for Health, Physical Education, Recreation, Dance 2011  
Taylor Dodson Young Professionals Committee

Southern District Alliance for Health, Physical Education, Recreation, Dance 2011  
Coaching Education Chair

Southern District Alliance for Health, Physical Education, Recreation, Dance 2010  
Coaching Education Chair Elect

Oklahoma Association for Health, Physical Education, Recreation, and Dance 2008  
Betty Abercrombie Scholar Award  
Scholar Award Committee

Oklahoma Association for Health, Physical Education, Recreation, and Dance 2005  
Athletics Section Chair (2-year term)  
Advocacy and Strategic Planning Committee

Oklahoma Association for Health, Physical Education, Recreation, and Dance 2006  
Vice President Physical Education

Oklahoma Association for Health, Physical Education, Recreation, and Dance 2005  
College Section Chair

Oklahoma Coaches Association 2001  
Coach of the Year- Volleyball

University of Central Oklahoma  
Emma W. Plunkett Graduate Scholarship 2000-2001

Fellowship: Service and Pedagogy, Department of Kinesiology  
Aided in fitness labs, grant writing, teaching assistant  
Academic Undergraduate Scholarship 1998

Department of Physical Education Outstanding Major  
Dean's Honor Roll 1996-1998

Southern Nazarene University 1994-1996  
Full Scholarship- Volleyball/Track  
All Conference 2 years, All-Tournament St. Edwards 1995

## PUBLICATIONS (include appropriate publication reference format)

Latham, S.A. (in-progress). *Faith, Hope, Love, and Sport Psychology: Sports from a Biblical Perspective*

Latham, S.A. (in-progress). "Coaching Preferences of Collegiate Female Athletes."

Latham, S.A. (2014). "Athletes' Perceptions and Preferences for Male or Female Sport Coaches." *International Journal of Sport Psychology*, 66-D, 44-79.

Latham, S.A. (2012). "College Athlete's Gender and their Perceptions of Coaching Behavior." McGraw Hill, NY: NY.

Latham, S.A. (2008). "Gender Differences in Male and Female Athletes Perceptions of Cohesion." *OAHPERD Journal*, 44, 29-34.

Latham, S.A. (2007). "Gender Differences in Collegiate Athletes' Perceptions of Cohesion: A Comparison Study Using Mixed Methodology." *Dissertation Abstracts International*, 68 (11) section B. (UMI No. 3288735).

#### RESEARCH AND PROFESSIONAL PRESENTATIONS

Latham, S.A. (May, 2014). UOP Student Leadership Workshop. Oklahoma City, OK. *Personal branding: 5 tips to build your brand!* Presenter

Latham, S.A. (March, 2014). UOP Student Leadership Workshop. Oklahoma City, OK. *Professionalism: More than just a dress code.* Presenter

Latham, S.A. (October, 2013). UOP Student Development Workshop. Oklahoma City, OK. *Careers in Psychology and Health Science.* Presenter

Latham, S.A. (February, 2012). Southern District, AAHPERD regional convention. Orlando, FL. *Sport Psychology: The vitamin supplement for peak sport performance.* Presenter.

Latham, S.A. (April, 2011). National Association Girls Women in Sport program session at the American Alliance Health Physical Education Recreation Dance National Convention. San Diego, CA. *Coaching female athletes: No they aren't just like the boys!* Presenter

Latham, S.A. (February, 2011). Southern District, AAHPERD regional convention. Greensboro, NC. *Coaching female athletes for peak performance.* Presenter

Latham, S.A. (October, 2010). OAHPERD state convention, Norman, OK. *Mental training for peak performance: Sport Psychology Workshop.* Presenter

Latham, S.A. (October, 2009). OAHPERD state convention, Oklahoma City, OK. *Exploring female athletes motives for sport participation: Does the gender of the coach really matter?* Presenter.

Latham, S. A. (October, 2008). OAHPERD state convention, Oklahoma City, OK. *Team building to enhance teamwork, communication, and trust in sports teams.* Presenter.

Latham, S.A. (October, 2008). OAHPERD state convention, Oklahoma City, OK. *Coaching the female athlete: No they are not just like the boys.* Presenter.

Latham, S. A. (April, 2008). AAAHPERD national conference, Ft. Worth, TX. *Gender differences in collegiate athletes' perceptions of cohesion: A presentation of a doctoral dissertation.* Presenter.

Latham, S.A. (October, 2007). OAHPERD state convention, Oklahoma City, OK. *Gender differences in collegiate athletes' perceptions of cohesion: A presentation of a doctoral dissertation.* Presenter.

Latham, S. A. (October, 2007). OAHPERD state convention, Oklahoma City, OK. *Imagery in sport.* Presenter.

Latham, S. A. (October, 2007). OAHPERD state convention, Oklahoma City, OK. *Creating mentally tough athletes.* Presenter.

Latham, S.A. (February, 2007). Southern District, American Alliance for Physical Education regional convention, Chattanooga, TN. *What every coach should know about team cohesion.* Presenter.

Latham, S.A. (October, 2006). OAHPERD state convention, Oklahoma City, OK. *Gender issues in sport.* Presenter.

Latham, S. A. (October, 2005). OAHPERD workshop, Edmond, OK. *Team Cohesion in Sports.* Presenter.

Latham, S.A. (October, 2005). OAHPERD state convention, Oklahoma City, OK. *Fit to Be a Team.* Presenter.

Kluka, D., Young, K., & Latham, S.A. (December, 2002). American Volleyball Coaches Association national convention, New Orleans, LA. *Women + Mentoring = Success.* Co-presenter.

## REFERENCES

Anne Richard  
Director/Associate Publisher of the Journal Record  
Oklahoma City, OK  
Email: [anne.richard@journalrecord.com](mailto:anne.richard@journalrecord.com)  
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