



Bruce L. Lund

Doctoral Teaching Assistant

Human Performance • Middle Tennessee State •

PO Box 96 Murfreesboro, TN 37132

Cell: 615.410.6509 • Fax: 615.898.5020 • bruce@nextpert.net

I. EDUCATION & EMPLOYMENT

Education

Graduate



Middle Tennessee State University – Murfreesboro, TN
Doctor of Philosophy, Human Performance
May 2009 – Current



Middle Tennessee State University – Murfreesboro, TN
Master of Science, Human Performance
Graduated December 2010

Undergraduate



Hope College – Holland, MI
Bachelor of Arts
(English/Communication)
Graduated May 2006

Employment History

Consulting

NEXTPERT, Inc. – Murfreesboro, TN

Founder and CEO

www.nextpert.net, May 2010 - Present

- 3-Step Process for career achievement
- Speaker, Author, Personal Development
- Success Strategies to build the BEST of the NEXT



Teaching & Coaching

Middle Tennessee State University – Murfreesboro, TN

Graduate Teaching Assistant

Department of Health and Human Performance, June 2009 – Current

Courses Taught (all undergraduate)

- Beginning Golf
Term(s): Summer 2009(1 course), Fall 2009 (3 courses), Spring 2010 (2 courses)
- Intermediate Golf
Term(s): Fall 2009 (1 course)



Reed City High School – Reed City, MI

JV Head Baseball Coach, Teacher

March 2008 – June 2008

- Taught every player fundamentals in preparation for Varsity
- Directed all day-to-day activities
- Supervised all players and organized every practice



Charter Crossroads Academy – Big Rapids, MI

JV Head Basketball Coach

November 2007 – February 2008

- Built from ground up in only 2nd year of existence
- In charge of all day-to-day activities and management
- Supervised all players and organized every practice



Public Relations & Journalism

Journal of Sport Administration and Supervision – Murfreesboro, TN

Public Relations Coordinator

www.JSASonline.org , June 2009 - Current

- Coordinate all Public Relations activities for the open-access research outlet
- Assist in the release of Journal Issues
- Run day-to-day website activities



The Center for Sport Policy and Research – Murfreesboro, TN

Public Relations Coordinator

www.sportpolicy.org , February 2009 – Current

- Coordinate all Public Relations activities for the academic research and instruction center
- Aided in the creation and development of the “REAL Sportsmanship” platform used by every Sun Belt Conference University
- Aided in the development of “Don’t Mess with Texas” utilized by San Antonio area high school athletics
- Run day-to-day website activities and social media



Middle Tennessee Sport Management – Murfreesboro, TN

Public Relations Director

www.drjubenville.com , January 2009 - Current

- Direct all Public Relations activities for the Nashville area program
- Grow network members to create an advantage in the sport industry
- Run day-to-day website activities and social media



Coach Micheal Burt – Murfreesboro, TN

Public Relations Director

www.hearcoachburtspeak.com , January 2009 - Current

- Direct all Public Relations activities for the regionally renowned leadership expert
- Handle video and graphic editing of events
- Run day-to-day website activities and social media
- Edited Micheal Burt and Rick Insell's book, *The Anatomy of Winning*



Nashville Sounds Baseball – Nashville, TN

Community Relations Assistant

January 2009 – June 2009

- Layout and design; write and edit articles for print
- Write daily script and agenda for each home game
- Manage Reading Club activities affecting over 120,000 students and 350 schools.
- Assist with player appearances and coordinate staff members
- Direct Kids Club members and promotional events on-field



Pioneer News – Big Rapids, MI

Journalist

January 2008 – August 2008

- Wrote and edited works that were published in the daily newspaper
- Met every deadline successfully
- Handled all interviews with players and coaches with professionalism



The Grand Rapids Press – Grand Rapids, MI

Editorial Assistant/Journalist

May 2006 – January 2008

- Researched and wrote nearly 100 stories that were published in the daily paper or online at www.mlive.com
- Met every daily deadline successfully, with 100% completion of all assigned reports by specified deadline
- Assisted the Sports Editor daily while also providing editorial assistance to columnists
- Handled all daily sports information for the second largest paper in Michigan
- Updated, created, and designed box scores for print in various high school, college, and professional sports
- Interviewed numerous high school and college players and coaches

THE GRAND RAPIDS
PRESS
Be someone who gets it.

II. PRESENTATIONS (School)

Jubenville, C. B., Goss, B. D., Martinez, J. M., & Lund, B. (2010, April). An Interactive Reality-Based Sportsmanship Platform. Paper presented at the Sixth Annual Southern Sport Management Conference, Troy, AL.

Jubenville, C. B., Goss, B. D., Martinez, J. M., & Lund, B. (2009, November). Adopting A Social Media Platform: To Promote Academic Research. Paper presented at the Sports Entertainment and Venues Tomorrow Conference, Columbia, SC.

III. PRESENTATIONS (NEXTPERT)

Youth Leadership Rutherford (November 17, 2010). Middle Tennessee State University Murfreesboro, Tennessee

IV. SPECIAL PROJECTS

Editor of the Anatomy of Winning

- Written by Coach Micheal Burt, founder of Maximum success and Rick Insell, Head basketball coach at Middle Tennessee State University
- Coach Burt's fourth and most expansive book is focused on leadership and building winning cultures in organizations
- Directed all materials related to media kit sent out nationally

"REAL Sportsmanship" platform for Sun Belt Conference

- Online, reality-based module created to enhance sportsmanship behaviors in collegiate athletics
- Every SBC athlete and coach must complete before participation in any championship event
- Developed and edited entire interactive platform endorsed by Sun Belt Conference.

"Don't Mess with Texas" platform for Texas High Schools

- Online, reality based module created to educate high school students on the effects of Performance Enhancing Drugs and sportsmanship concepts
- Created scenarios and common definitions associated with PED's.

IV. PUBLICATIONS

Thesis (Under Review)

“REAL Sportsmanship”