Welcome

As part of the Distinguished Speaker Series, the College of Business and Technology invites prominent leaders to our campus to discuss current topics and issues related to their expertise. The guest speaker has an opportunity to interact with students, faculty and other interested participants during a public address, roundtable discussion and luncheon.

We are pleased to have the Richmond Chamber of Commerce and Richmond Rotary Club join with us in providing this enrichment opportunity.

We are honored to have Mr. Marc Kidd, an Eastern alumus, as this year’s Distinguished Speaker. Mr. Kidd is a seasoned sports and entertainment marketing executive who helped pioneer the corporate sponsorship business for college and high school sports. A graduate of the Sports Management Institute, Mr. Kidd is also an Adjunct Professor of the University of Dallas Graduate School of Management teaching Sports and Entertainment Marketing. He is a member of the EKU Hall of Distinguished Alumni, elected to the HODA in 1998.

We welcome Mr. Kidd back to campus and cordially invite all interested persons to attend the public address.

Prior to joining Winnercomm full time, Kidd worked for Winnercomm as a consultant while running his own business, The Kidd Group - a sports marketing, event management, strategic planning, media consultation company - and provided consulting services to Host Communications, Inc., Vistas Unlimited, Sponsorship Pro, and Winnercomm, Inc.

Kidd is a seasoned sports and entertainment marketing executive who helped pioneer the corporate sponsorship business for college and high school sports. Having started at Host Communications, in the early 80s, Kidd helped create and launch the NCAA Corporate Partner Program, the National High School Federation Corporate Partner Program, the Breeders Cup’s World Thoroughbred Championships, the SEC, Big 12, and WAC Corporate Partner Programs and launched iHigh.com.

In his role as President and COO of Host Communications, he oversaw the Association business that ran the National Tour Association (NTA), the International Spa Association (ISPA) and Streetball Partners event division. He also started the NCAA International business that managed the international distribution of the NCAA’s Championship events on television in more than 200+ countries, including the Final Four.

Kidd was the first executive director of NCAA Football, a 501c3 corporation, formed to promote the sport of college football. NCAA Football was comprised of board members from the major conferences, the NCAA and the American Football Association.

Kidd is an Adjunct Professor of the University of Dallas Graduate School of Management teaching Sports and Entertainment Marketing. He is a distinguished alumnus of Eastern Kentucky University and a graduate of the Sports Management Institute. He began his career handling local sales for Host Communications’ college division and helped start the Southwest Conference (SWC) Radio Network, the largest college sports radio network in the country at the time.

He resides in Plano, Texas with his wife Amy Kidd and has two children - Seth, a graduate from the University of Texas and resident of Chicago, Ill., and Samantha, a senior at the University of Texas.