

**Deborah L. Stroman Ph.D. CLU**  
**Stroman Athletic and Asset Management LLC**

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**Summary of Skills:**

- *30+ years of Cultural Competence, Inclusion & Equity Training, Leadership, and Consulting experience*
- *25+ years of Sport Business experience (entrepreneurship, event planning, instruction, marketing, and organizational development)*
- *Experience managing a high-performing team or organization, including engaging with senior leaders and entrepreneurs on strategy, development, and tactics*
- *Demonstrated ability to facilitate, instruct, and engage at a high level with issues of racial equity and inclusion*
- *Ability to present material in an impactful and energetic manner to a range of external audiences*
- *Adaptable to complex organizational structures with a history of staid tradition and beliefs*
- *Critical thinker on matters of organizational change, alignment, and equity transformation*

**EDUCATION**

**Ph.D., Organization & Management**, School of Business & Technology 2007  
Concentration: Leadership and Organizational Behavior Capella University, Minneapolis, MN

**M.A., Sport Administration** 1986  
University of North Carolina, Chapel Hill, NC

- First Black female coach (women's basketball) at the university
- Equity researcher (financial considerations for women in sport)

**B.S., History and Social Studies Education** 1982  
University of Virginia, Charlottesville VA

- Algernon Sydney Sullivan Award Recipient – Recognizing "Service and Scholarship" to the university
- First Black female scholarship student-athlete at the university

**ENTREPRENEUR**

**Founder & CEO, Stroman Athletic and Asset Management, LLC** 2018 –  
**Present**

- Leadership, Organizational Behavior Consulting
- Race Realities™ - Racial Equity Consulting

- National Public Speaker, Podcaster (“If You Only Knew”), and Writer

**Founder, Center of Sport Business and Analytics**

**2016 – Present**

- Mission: Connect with and advocate for people and organizations creating equity, impact, and value in the sport industry.
- Sport Business Coach and Event Planner – Basketball Analytics Summit, LASER™, SPARC™, and No Shortcuts

**UNC TEACHING AND SERVICE**

**Education Director and Program Coordinator, Diversity, Equity, Inclusion in Research Certification (DEIR)**

**Office of the Vice Chancellor for Research  
The Odum Institute**

**2020 - Present**

DEIR provides the following tools for faculty and staff: create and sustain conditions in research labs and workspaces that foster diversity and inclusion; address bias and inequity in the conduct of research; and enact initiatives that prioritize diversity, equity, and inclusion throughout the research process, from assembling research teams to dissemination research outputs.

**Clinical Adjunct Associate Professor**

**2016 – Present**

**Gillings School of Global Public Health – Health Behavior**

- Co-developer and instructor, HBEH 720 Leading for Racial Equity: Examining Structural Issues of Race and Class
- Instructor, HBEH 700 Foundations of Health Equity, Social Justice, and Human Rights
- Faculty and graduate student advisor for equity and inclusion
- Health Equity, Social Justice, and Human Relations Curriculum (graduate) Committee Member
- Health Equity, Social Justice, and Human Relations Admissions (graduate) Committee Member
- Host, Fall Seminar (Sport or Black Issues)
- Faculty advisor of the *Carolina Sport Business Club*
  - Career Advisor
  - Experiential Education Coordinator (NCAA College Football Playoff National Championship Game)
  - Founder, Basketball Analytics Summit

**Clinical Associate Professor**

**2014 - 2017**

**Organizational Behavior  
Kenan-Flagler Business School**

**Founder and Director, Center of Sport Business**

**An affiliate of the Frank Hawkins Kenan Institute of Private Enterprise**

- Courses (Designed and Instructor):

- *MBA 850 – Sport Analytics*
- *MBA 851 - Business and Economics of Sport*
- *MBA 899 – Race, Power, and Influence in Organizations*
- *BUSI 590 - Sport Entrepreneurship*
- *BUSI 490 – Marketing and Media in Sport*
- *GIE 590 – Global Sport Business (Experiential trip to Dublin, Ireland and Cologne, Germany)*
- Instructor and faculty advisor for the Entrepreneurship Minor
- Invited instructor for the annual Chancellor’s Faculty Entrepreneurship Workshop
- Designed, organized and facilitated specialty events whereby students learn and network with leading business professionals (*The Black Business Roundtable and From High Tops to Pumps: The Evolution of Women in Sports Business*)
- Assisted in the professional development of business school students
- Partnered with sport business firms to promote sport analytics curriculum and programs for local K-12 schools
- Faculty advisor of the *MBA Sports & Entertainment Club*
- Hosted the *Global Sports Mentoring Program* (partnership with U.S. State Department and espnW); leadership counsel to mentee from Benin, West Africa

**Lecturer** 2007 – 2015  
**University of North Carolina – Exercise and Sport Science (Sport Administration)**

- Lecturer (Designed and Instructor – graduate and undergraduate):
  - *Finance and Economics of Sport*
  - *Introduction to Sport Administration*
  - *Sport Marketing*
  - *Sport Entrepreneurship*
  - *Field Experience in Sport Administration*
  - *Sport Administration Leadership (graduate student capstone seminar)*
  - *Introduction to Sport Administration (distance online course)*
  - *First Year Seminar - Sport Entrepreneurship*
- Faculty (Co-developer and Instructor), Chancellor’s Faculty Entrepreneurship Boot Camp
- Designed, organized, and facilitated seminar: “Respect and Revolution of the Black Athlete” (foster further research and examination of race in the sport industry)
- Research interests: leadership, marketing, entrepreneurship, and social issues in sport
- EXSS department academic advisor

**PUBLIC ENGAGEMENT (KEYNOTE SPEAKER)**

International Association of Positive Psychology – World Congress	July 15, 2021
Harvard University – Alumnae Association	June 5, 2021
UNC Institute of Politics	April 27, 2021
Hashtag Sports	April 22, 2021
Elon University – Public Health Studies	March 11, 2021
UVA Frank Batten School of Leadership and Public Policy (Data Science)	March 8, 2021

Temple University – School of Nursing	February 24, 2021
Dropping Dimes – Financial Literacy	January 26, 2021
Binkley Baptist Church	December 13, 2020
University of Maryland – Sociology	December 2, 2020
National Black Caucus State Legislators	November 30, 2020
FMR (Fidelity) National Sales Conference	November 11, 2020
Oracle – NCCU Startup Business Conference	October 30, 2020
International Metabolomics Society	October 27, 2020
Sycamore School	September 21, 2020
VACO	September 21, 2020
Higher Ground “Seeing White”	September 17, 2020
UVA Frank Batten School of Leadership and Public Policy	August 19, 2020
IMPACT CAMP and Civic Engagement Leadership Institute	July 29, 2020
NIH National Institute of Arthritis and Musculoskeletal and Skin Diseases	July 21, 2020
Documentary Producers Alliance	July 9, 2020
NIH Division of Cancer Control and Prevention	June 30, 2020
Global Sport Institute	June 19, 2020
WTVD 11 – Juneteenth Celebration	June 19, 2020
North Carolina Democratic Party	June 16, 2020
The Diversity Movement	June 5, 2020
Tampa Bay Healthcare Collaborative	May 28, 2020
Carolina Public Humanities “History Repeats Itself”	May 21, 2020
Knox St Studios - Small Business Center	April 26, 2020
Preserving Our Legacy (Commun-ET)	Feb. 1, 2020
Carolina Postdoctoral Program for Faculty Diversity	Dec. 5, 2019
Proud Fathers, Inc.	Oct. 19, 2019
University of Virginia, The Frank Batten School of Leadership and Public Policy	Aug. 22, 2019
NC A&T University – School of Journalism Sport Marketing Symposium	April 28, 2018
North Carolina Central University – Sport Management and Career Development	Nov. 14, 2018
Carolina Speaker THINK – Entrepreneurship	Oct. 25, 2018
United Church of Chapel Hill “Souls to the Polls” Voting Rights	Oct. 21, 2018
Burroughs Wellcome Fund (Raleigh, NC), Postdoctoral Enrichment Program	Oct. 8, 2018
Carolina Public Humanities – “Public Spaces & Collective Memories”	Oct. 8, 2018
Brant Lake Sports Academy “Girls & Women – Believe in Yourself”	July 2018 and 2019
Black Entrepreneurship Week (Raleigh, NC)	May 26, 2018
Duke University – “Moving Up” Sports Leadership Conference	May 26, 2018
National Association of Black Journalists, Reg. III Conference (Atlanta)	April 6, 2018
• Sports Town Hall	
Creech Road Elementary School - Social Justice Speaker	March 15, 2018
UNC School of Dentistry	March 5, 2018
• Communication and Cultural Competencies	
Ernst & Young (EY) - Greater Raleigh – Black History Month Speaker	Feb. 16, 2018
Carolinas Innovators and Design Thinkers (American Underground)	Nov. 14, 2017
Kenan-Flagler Business School, Alumni Weekend	April 29, 2017
Duke University (Fuqua)	April 22, 2017
• <i>Minority Business Conference</i>	
UNC-Duke African Diaspora Fellows Program	April 22, 2017
• <i>“Race, Reality &amp; Me”</i>	
General Alumni Association	April 20, 2017

- *Dinner with a Faculty Member*  
Millbrook High School (Raleigh, NC) March 30, 2017
- *Sport Marketing*  
WNCU FM 90.7 “The Measure of Everyday Life” radio guest March 24, 2017
- Board of Trustees, UNC, guest representative March 22, 2017
- *Committee on Commercialization and Economic Development*  
Kenan-Flagler Business School Atlanta Alumni Feb. 24, 2017
- Duke University (Fuqua) Feb. 8, 2017
- *The Sustainable Business & Social Impact Conference*

*Additional speaking and consulting engagements within UNC Schools, Departments and Student Organizations: Kenan-Flagler Business School (Undergraduate Symposium, Lineberger Cancer Center, Carolina Women in Business, and Net Impact), Ackland Museum, Vice Chancellor Office for Research (DEIR), Kenan Institute (Kenan Scholars), School of Medicine (Racial Equity in Medicine Elective Course), La Unidad Latina Fraternity, Inc., Carolina Postdoctoral Program for Faculty Diversity, Carolina Firsts, Carolina Covenant, Women of Worth, Black Student Movement, Alpha Phi Alpha Fraternity, Inc., Alpha Kappa Alpha Sorority, Inc., Office of Diversity and Multicultural Affairs (ACE and Project Uplift), Fellowship of Christian Athletes, Sigma Alpha Lambda, Honors Carolina, Sigma Gamma Rho Sorority, Inc., School of Medicine – Racial Equity in Medicine course; University Admissions, Institute for the Arts and Humanities, Department of Environment, Health and Safety, Zeta Phi Beta Sorority, Inc., Department of Parking and Transportation, and Undergraduate Education (IDST).*

#### Media Activities

- Sports Business Guest Host – WRAL Radio 99.5 FM The SportsShop
- Sports Business and Basketball Featured Personality – WCHL Radio 99.7 FM
- Podcaster, “If You Only Knew” – Earfluence and Chapelboro.com
- Equity and Cultural Writer, “Never Too Far” – Chapelboro.com
- Equity and Cultural Writer – Medium.com

### **EQUITY AND HUMAN RELATIONS**

Experienced facilitator in diversity, equity, inclusion, and antiracism strategy, engagement, and resources

- Graduate, advisor, and *advanced trainer* with the nationally-recognized *Racial Equity Institute, LLC* (race and racism analysis education). Recent notable speaking engagements:
  - Duke University – Faculty and Physicians, Department of Pediatrics
  - Duke University – Fuqua School of Business
  - Fairfax County (MD) Government
  - Gap, Inc.
  - Leadership Montgomery (MD)

- National Institutes of Health (NIH) – Senior Scientist Leadership Program
  - NC Division of Public Health
  - NC Office of Recovery and Resilience
  - NC State Reentry Council Collaborative
  - North Carolina State Historic Preservation Office
  - Presbyterian Church (USA) – Annual Leadership Conference
  - Rhode Island Department of Health
  - Rhode Island Foundation
  - Teach For America
  - The Greater Cincinnati Foundation
  - Under Armour
  - United Way Worldwide
  - University of Michigan – School of Public Health
  - UNC-Duke Robertson Scholars
  - University of North Carolina – Kenan-Flagler School of Business
  - University of North Carolina – Morehead-Cain Scholars
  - University of Virginia – Curry School of Education
  - University of Virginia – School of Architecture
  - Wake Forest University – Senior Administration
  - Walmart Foundation
- Event Designer and Speaker, “Lifecourse Perspectives for Understanding the Health of Black Men and NFL Athletes from Historically Black Colleges and Universities Graduate” Morehouse College, Atlanta (January 2019, Super Bowl); “No Shortcuts: A Town Hall on Positive Mental Health & Behavior Tools for Athletic Success” Florida International University, Miami (January 2020, Super Bowl); No Shortcuts: Social Justice and Mental Health in Sports (Virtual, February 2021, Super Bowl)
  - National Board Member, United Church of Christ Sacred Conversations to End Racism
  - The Coach Approach Model (The Learning Center, UNC)
  - Diversity, Inclusion and Equity *Speaker, Curriculum Designer, and Advisor* (diversity, cultural competence, equity & inclusion, and empowerment) for numerous UNC campus units and student organizations including Carolina Postdoctoral Program for Faculty Diversity, Center for Faculty Excellence, Black Student Movement, Project Uplift, Honors Carolina, and Robertson Scholars (Duke and UNC honors program)
  - Orange County Community Remembrance Coalition (Lynching Research and Memorial)
  - Co-designer and Lecturer for School of Medicine (*Racial Equity in Medicine*) course
  - Co-designer of *Professional Development Seminar for UNC Black Faculty* (2013)
  - *Founder, Carolina North Star* – Engagement platform for students of color interested in entrepreneurship and technology
  - *Founder and Moderator, Black Business Roundtable* – Best practices seminar of leading Black professionals from across the US for UNC campus community
  - *Chairperson Emeritus, Black Faculty and Staff Caucus* – numerous opportunities to speak, write, and engage with the Board of Trustees, Chancellors, senior administrators, and local community leaders
  - *Chairperson Emeritus, Orange County (NC) Human Relations Commission* - inform and engage the community on matters that create harmonious relations and promote the equal treatment of

residents

- Current *Entrepreneur-in-Residence*, American Underground – Mentor and Advisor to early-stage startup businesses and Black founders (2015 – present)
- Mentor and Judge for Google 2040 Black Founders Exchange Program

### **LEADERSHIP AND SERVICE AT UNC**

Center for Faculty Excellence, Advisory Board	2018 - present
Coach Approach Graduate, The Learning Center	2016
Carolina ACHIEVE Mentor (1 <sup>st</sup> Generation students)	2013 - 2019
Carolina First Advocate Certification (1 <sup>st</sup> Generation student advising)	2013
Safe Zone Certification (visible allies to the LGBTIQ+ community)	2011
Carolina Black Faculty and Staff Caucus (Chairperson for 5 years)	2010 – present
C-STEP Mentor – Faculty advisor to EXSS minority transfer students	2009 - 2014
Haven Certification (Helping Advocates for Violence Ending Now)	2010

### **RELATED RESEARCH AND PUBLICATIONS**

Stroman, D. (01/15/21 – 12/31/24) Project Coordinator, NIH/NIA R13 Project Title: Black Male Brain Reserve, Resilience & Alzheimer’s Disease: Life Course Perspectives. MPIs: M. Rivera Mindt, R. Turner, II & M. Carrillo). This three-year conference series will advance health disparities and cognitive aging research via focused and collaborative attention on increasing representation and engagement of Black males in ADRD research. Total Award: ~\$162,000

Valdez, P., Thompson, E., Stroman, D., Baker, S., Bartlett, K., Parente, V., and Bidegain, M. (2020, October). A Survey of Pediatric Professionals Before and After Racial Equity Training. 2020 Annual Meeting of the Society for Developmental-Behavioral Pediatrics. Virtual.

#### Contributor/Essays in Book:

Anderson-Thompkins, S. & Stroman, D. (2013, January). A Perspective from Leadership: Critical Considerations in Retaining Postdoctoral Women of Color in Academia. 2013 National Postdoc Association ADVANCE Guidebook. Washington, D.C.

Hawkins, W. & Polite, F. (August 2011). Sport, Race, Activism, and Social Change: The Impact of Dr.

Harry Edwards's Scholarship and Service. Stroman – Chapter 10: Denied, Deferred, and Deprived: The Economic Dream of the Black Male Athlete. San Diego: University Readers.

### **UNC AND COMMUNITY AWARDS**

- 2021 “Woman of the Year” Chapel Hill-Carrboro (NC) NAACP – Recognition: One extraordinary woman who has made significant contributions to the community through leadership and service
- 2018 “Salute to Champions” Award – Recognition by Capitol Broadcasting Company and Deloitte for service to the Triangle (Raleigh, Durham and Chapel Hill) community
- 2018 ImBlackInTech “Mentorship and Community Influencer” Recognition
- 2018 “Pioneer Award” – Recognition: 1<sup>st</sup> African American Female Coach at UNC
- 2017 Order of the Golden Fleece (induction into the university’s oldest and highest honorary society)
- 2017 BSM Hortense McClinton “Faculty of the Year” Umoja Award
- 2015 Orange County (NC) Pauli Murray Human Relations Award
- 2013 College of Arts & Science Faculty Mentoring Award Nominee
- 2012 & 2013 EXSS Teaching Award Nominee
- 2013 Class of 1996 Excellence in Advising Award
- 2013 General Alumni Association “Outstanding Faculty” Award

### **BOARD SERVICE AND MEMBERSHIP**

NAACP Chapel Hill- Carrboro, Treasurer	Jan. 2020 – present
National Racial Justice Task Force, United Church of Christ	Jan. 2020 – present
Utopia Spa & Global Wellness	May 2019 – present
Learn Fresh Education Co. (NBA Math Hoops), Development Chairperson	July 2016 – present
Healthy Girls Save the World, Inc.	Nov. 2015 – present
State of North Carolina Corrections Education	Nov. 2014 – present
Zeta Phi Beta Sorority, Inc., member	1980 – present



## **PROFESSIONAL CERTIFICATIONS**

<b>Managing Bias</b> EVERFI, University of North Carolina	2021
<b>Mental Health First Aid</b> National Council for Behavioral Health	2018
<b>CLU, Financial Services</b> Chartered Life Underwriter - The American College, Bryn Mawr, PA	1995
<b>CTM, Public Speaking and Leadership</b> Certified Toastmaster - Toastmasters International	1993