

CURRICULUM VITA

Mateo Márquez Auza

Ph.D. Student and Graduate Teaching Assistant
Sport and Entertainment Management
University of South Carolina
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EDUCATION

- 2027 **Ph.D., Sport and Entertainment Management**
College of Hospitality, Retail, and Sport Management
University of South Carolina, Columbia, SC
- 2022 **Master of Sport and Entertainment Management (M.S.E.M)**
College of Hospitality, Retail, and Sport Management
University of South Carolina, Columbia, SC
- 2018 **BSc., Industrial Engineering**
Industrial Engineering Department
Universidad de los Andes, Bogotá, Colombia

ACADEMIC APPOINTMENTS

- 2023-2027 **Graduate Teaching/Research Assistant**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
– Teach one undergraduate course per semester, designing original syllabi, assignments, and instructional content aligned with defined learning outcomes.
– Support faculty advisor with research initiatives, including data collection, analysis, and literature review.
– Provide mentorship and academic guidance to undergraduate students, fostering their intellectual and professional development.
- 2021-2022 **Graduate Teaching Assistant**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
– Assisted with administering and grading assignments and exams, including proctoring responsibilities for undergraduate courses.
– Supported faculty in research activities, contributing to data management, literature reviews, and preliminary analysis.

ARTICLES UNDER REVIEW

Márquez Auza, M., Regan, T., Rewilak, J. & Brown, M. (first review). The Financial Impact of Stadium Development on Professional European Football Club Value and Revenues. (Submitted to *European Sport Management Quarterly*).

REFEREED CONFERENCE PRESENTATIONS

Márquez Auza, M., Regan, T., & Rewilak, J. (2024, November). The Repercussions of Leverage Ratios in European Soccer Club Valuation. Paper presented at the Sport, Entertainment, & Venues Tomorrow annual conference, Columbia, SC.

Márquez Auza, M., Regan, T., Rewilak, J., Brown, M., & Skinner, T. (2024, September). The Financial Impact of Stadium Development in Professional Football. Paper presented at the European Association for Sport Management (EASM) annual conference, Paris, France.

Márquez Auza, M., Regan, T., & Rewilak, J. (2025, June). Strategic Underperformance and Format Incentives: A Prisoner's Dilemma in UEFA Competitions. Paper presented at the International Association of Sports Economists (IASE) annual conference, Las Vegas, NV.

Márquez Auza, M., Regan, T., & Rewilak, J. (2025, June). The Financial Impact of Stadium Development on Professional European Football Club Value. Paper presented at the North American Association of Sports Economists (NAASE) annual conference, San Francisco, CA.

TEACHING ACTIVITY

University of South Carolina

Instructor

– SPTE 440: Sport and Entertainment Business and Finance

Teaching Assistant

– SPTE 110: Sport and Entertainment in American Life

MEMBERSHIPS

North American Society for Sport Management (NASSM) 2023–

North American Association of Sports Economists (NAASE) 2025–

PROFESSIONAL EXPERIENCE

2023

Operations Management Assistant

Colonial Life Arena, Division of Athletics | Columbia, SC

– Collaborated with event operations leadership to coordinate logistical planning and on-site execution for high-profile athletic, entertainment, and university events.

– Contributed to strategic layout design and venue readiness by managing seating configurations and conducting quality control inspections for equipment and assets.

- Participated in cross-functional planning meetings to align technical requirements (e.g., lighting and audio-visual setup) with event objectives and safety protocols.
- Acted as a customer experience liaison during events, ensuring a smooth and welcoming guest entry process through ticket scanning and directional support.

2020-2021

Planning Analyst

INVERCOLSA, PLC (Subsidiary of ECOPETROL). Holding Company Natural Gas Investments. | Bogotá, Colombia

- Calculated discount rates for gas pipeline investment projects following Colombian regulatory standards.
- Analyzed LPG pricing structures based on guidelines from the Colombian Energy and Gas Regulatory Commission (CREG).
- Conducted an impact analysis of green hydrogen on the Colombian economy and natural gas market.
- Contributed to a microcredit initiative involving non-financial institutions to support low-income populations.
- Provided daily updates on global and domestic natural gas and petroleum market trends to inform strategic decision-making.

2019-2020

Business Intelligence (BI) & Planning Analyst

DIRECTV Ltd. | Bogotá, Colombia

- Delivered monthly regional performance reports on Colombia's Prepaid and Postpaid product KPIs, informing executive decision-making.
- Developed quarterly Market Potential Analyses used by the Operations and Prepaid Product teams to guide resource allocation and expansion strategies.
- Supported the Marketing Lead in crafting the launch strategy for a mid-income market product, contributing to segmentation and positioning decisions.
- Provided strategic insights on Pay TV market share trends to help prioritize marketing and operational focus areas.
- Conducted competitive intelligence analyses to support the Operations and Legal departments navigate market challenges and regulatory considerations.

2018-2019

Competitive Intelligence Analyst

DIRECTV Ltd. | Bogotá, Colombia

- Created heat maps to visualize prepaid market share distribution, supporting strategic planning and regional targeting.
- Delivered quarterly Market Potential Analyses to guide strategic initiatives within the Operations and Prepaid Product departments.
- Conducted brand tracking studies to assess consumer perception of DIRECTV compared to key competitors.
- Evaluated in-store customer service quality by monitoring employee knowledge of product features, pricing, and promotional offers.
- Analyzed internet market potential for launching LTE services in underserved Colombian regions, including competitive assessments and local market share analysis.