

Gary M. Bernstein

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Professional Summary

Innovative educator and nonprofit executive with 30+ years of experience in higher education, leadership development, and community engagement. Proven success in academic program creation, curriculum design, and student mentorship. Accomplished author of nonprofit leadership and sport marketing textbooks. Recognized for strategic vision, ethical leadership, and a collaborative approach to organizational growth and change. Expertise in fundraising, board development, and stakeholder engagement across diverse communities.

Core Competencies

- Academic Leadership & Curriculum Development
- Nonprofit Management & Strategic Planning
- Fundraising & Philanthropy
- Community Engagement & Partnership Building
- Student Mentorship & Advising
- Public Speaking & Communication
- Organizational Change Management

Academic Experience

Ohio University – Athens, OH

Assistant Professor of Instruction/ Director, Master of Sports Administration Program
2024 – Present

- Lead academic and operational oversight of the nationally ranked Dual Degree MBA/MSA graduate program, including curriculum and program development, faculty coordination, student recruitment, and strategic planning.
- Design and instruct graduate-level courses in sport administration, emphasizing leadership, fundraising, and nonprofit strategy, while mentoring students toward professional success in the sport industry.
- Spearhead the annual MSA Capstone trip to New York City, and the San Diego Sports Consulting Project providing experiential learning and networking opportunities with industry leaders across sport, entertainment, and media sectors.
- Collaborate with university leadership and external stakeholders to enhance program visibility, alumni engagement, and recruitment efforts.

Misericordia University – Dallas, PA

Assistant Professor, College of Business

2023 – 2024

- Taught and mentored students in sport management and business
- Award Winning Faculty Advisor, Business Professionals Association
- Served on various university committees

Long Island University – Brooklyn, NY

Assistant Professor & Program Director, Sport Management

2016 – 2019

- Led program development and curricular innovation
- Organized recruitment events and enhanced program visibility

University of Louisville – Louisville, KY

Director of Community Engagement & Instructor

2006–2008, 2011–2016

- Collaborated closely with the Office of Community Engagement to develop and launch an award-winning Student Philanthropy program, empowering students to engage with local organizations and understand the impact of civic investment
- Successfully placed hundreds of students in meaningful internship roles as Internship Director, fostering experiential learning and building sustainable bridges between the university and the professional world
- Developed new courses in Sports Fundraising and Nonprofit Leadership
- Directed internships and student philanthropy initiatives
- Five-time award-winning professor and advisor

Old Dominion University – Norfolk, VA

Lecturer, Sport Management

2008 – 2011

- Recognized as Most Inspirational Faculty Member (2010)
- Developed online courses and mentored diverse student populations

Executive & Consulting Experience

Bernstein Group and Associates, LLC

President & Senior Consultant

2008 – Present

- Advised nonprofits, JCCs, YMCAs, and charter schools nationwide
- Led strategic planning, fundraising campaigns, and board training

Jewish Community Alliance of Northeastern Pennsylvania

Chief Executive Officer

2020 – 2023

- Guided community through transformational change
- Strengthened donor relations and community partnerships

Jewish Community Centers (Louisville, KY; Albuquerque, NM; Marblehead, MA)

Executive Director Roles

1992 – 2006

- Led capital campaigns, rebranding efforts, and organizational turnarounds
- Built strategic alliances with hospitals, universities, and funders
- Oversaw major facility expansions and program growth

Publications

- **Bernstein, G. (2025). *Nonprofit recreation and sport organizations: Principles and practices in leadership and management*. Second edition. Sentia Publishing. ISBN: 978-0-9974924-3-9**
- Bernstein, G. (2015). *Principles of sport marketing*. Sagamore Publishing. ISBN: 978-1571677488
- Numerous articles published on leadership, sport management, fundraising, board governance, strategic planning, and nonprofit strategy

Volunteer Experience

- Board Member (2026-present) Athens Area Mediation Service
- Member (2026-present) Sport Marketing Association (SMA)
- Judge (2025-present) National Sports Form (NSF) Challenge Cup
- Member (2015-present) North American Society for Sport Management (NASSM)

Education

University of North Texas – Denton, TX

Master of Science in Sport Administration (1983)

Slippery Rock University – Slippery Rock, PA

Bachelor of Science in Health, Physical Education & Recreation (1977)