

Joshua Riesenber, Master of Business Administration

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Research Interests / Personal Profile

An experienced leader with ten years of experience in esports and gaming, seeking to further my education by conducting seminal research within the industry. I am qualified by a professional background in developing curriculum, procedures, and plans and a research background in collegiate esports, eligibility, and psychological factors. I aim to produce high-quality research to stabilize the esports industry from K-12 scholastic levels, through collegiate, and into the professional sector.

Education

University of Oklahoma, Rainbolt Grad School of Business (OU), Norman, OK

Expected Graduation: December 2024

Master of Business Administration and Certificate in Entrepreneurship - GPA: 3.88

University of Oklahoma, Weitzenhoffer College of Fine Arts (OU), Norman, OK

Graduated: August 2022

Bachelor of Arts in Music with an Emphasis in Engineering

Work & Research Experience

Future Interests

- Team Development: How does the online component innate to esports change how teams develop culture, improve, etc.?
- Collegiate Student Impact: Are their quantitative patterns in participation, retention, and graduation with esports athletes compared to the general student population, athletic department, etc.?

OU Esports and Co-Curricular Innovation, Norman, OK

Various Positions, October 2018 - Present

Research Projects | Dates Ongoing

- **Gamers at OU Landscape White Paper:** Analyzed the demographic and academic landscape of gamers at OU.
 - Use of descriptive statistics, extensive Excel programming, and detailed discussion of patterns.
 - Data will be used to give accurate information for raising over 10 million dollars for OU Esports.
- **Psychological and Physiological KPIs for Collegiate Esports Student-Athletes:** Developing key performance indicators to assess mental and physical wellness and performance.
 - Use of qualitative and quantitative methods
 - Use of Imperial College of London Scale (ICLS), Clancy Imposter Phenomenon Scale (CIPS), and Self Compassion Scale in conjunction with the 5 Big Personality Traits framework (OCEAN).
- **Competition Manager | July 2024 - Present**
 - Developing and implementing business models for collegiate esports developments' long-term profitability and success.
 - Developing and training coaches, managers, and analysts in their fields for team and individual improvements.
 - Managing 18 rosters and over 90 students based on precedent-setting self-written policy.
- **Intercollegiate Coordinator | July 2023 - July 2024**
 - Managing 37 rosters and over 160 student-athletes in OU Esports
 - Created workflow, policy, and standardized procedures that are still used
 - 2 National Championships, 5 Top 3 finishes, and 20 playoff births culminating in OU Esports

winning the Program of the Year global Esports award for 2023.

- **Head of Coaching Staff | January 2022 - July 2023**
 - Development of coaching techniques and procedures to implement across 23 different esports titles.
 - Assistant to OU ECCI Director in developing future business plans and revenue generation.
- **Head Coach of 2 AAA Titles | October 2018 - July 2023**
 - Led and managed teams, developed training programs, and guided students through competitive seasons. Focused on the analytics behind team performance, utilizing various KPIs to track and improve player development.
 - 9 playoff births, 3 top 25 finishes, 2 top 10 finishes, 1 major tournament win, 2 University of Kentucky LAN appearances, a 70% career win rate, and an average team GPA above 3.0 for 5 years straight

Voice of Intercollegiate Esports (VOICE), Remote

Research Intern | January 2024 - July 2024

- Co-author of the National Eligibility White Paper - <https://www.voicecollegiate.org/resources>
 - Conducted initial research on the current eligibility landscape in collegiate esports and other non-NCAA, NCAA, NJCAA, and NAIA competitions.
 - Contributed to writing, editing, and creating the final product.
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Teaching Experience

OU Price College of Business, Norman, OK

Instructor | Intro to Esports Business

- Independently conceptualized, developed, and wrote the curriculum for the first-ever Esports class at OU.
- Taught 24 sports business and other business undergraduate majors a 16-week curriculum that focused on defining key concepts for the Esports industry, developing events and revenue, and learning about the industry standards and culture.
- Reviewed semester - 92 average grade in the course, multiple students signing up for the new Esports certificate, and positive feedback.

OU Esports and Co-Curricular Innovation, Norman, OK

Head Coach | Overwatch Program (6 years), Valorant Program (1 year)

- Created and taught a holistic curriculum designed to bring out the best in a player as a student, athlete, and person.
 - Taught professional skills such as interview skills, resume writing, email writing, goal setting, and planning.
 - Taught academic skills such as studying skills, day-to-day scheduling, consistency, and information analysis.
 - Taught personal skills such as essential nutrition and exercise, self-talk improvement, mentality control, and meditation.
 - Taught Esports skills such as mechanical routines, tape review to improve decision-making and understanding, and communication to improve teamwork.
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Skills

- **Advanced Writing and Editing Skills:** Emphasis on policy and curriculum writing.
- **Marketing Management:** Experience creating individual branding and event marketing plans.
- **Project Management:** Skilled in overseeing large projects from inception to completion.
- **Public Speaking:** Extensive experience teaching, leading workshops, and speaking to large audiences.

- **Curriculum Development:** Expertise in designing educational programs and training materials.
 - **Programming:** 3 Classes taken in MBA focused on using R and Python for quantitative and statistical analysis.
 - **Business Consulting:** 4 classes taken in MBA focused on identifying problems and finding solutions within an established company.
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Publications and Conferences

- **Eligibility White Paper:** Co-author for VOICE, detailing the current eligibility landscape in collegiate esports - May 2024
 - **Association for Education in Journalism and Mass Communication Winter Conference:** Presented “Soft Skills in Esports” as ongoing research to 30 individuals and attended another 4 research presentations - February 2023
 - **FITGMR Web Conference:** Speaker on the usefulness of physical data tracking for improving esports athletes - October 2023
 - **Presenter at the K-12 Oklahoma Esports Coaches Clinic:** July 2023 & 2024
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Memberships/Certifications/Achievements

- 2024 Graduate i2e Love’s Entrepreneurship Cup 1st place
 - 2024 Black Oak Award in Entrepreneurship Winner
 - CITI Program research certifications: Social Behavioral, Information Privacy Security, Community-Engaged Research, and Responsible Conduct of Research
 - MENSA: International high-IQ society member
 - Certified Esports Coach: Through Cloud 9 Training Grounds
 - Oklahoma General Education Test (OGET)
 - OKSE Board Member on three advisory boards for Games, Playoffs, and Mentoring (K12 esports league)
 - CNAfME Member and OU String Representative - 2018-2021 (National Association of Music Educators)
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