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Sports Management Resources (SMR) consultants look forward to helping you take pride in the development of model educational sports programs. The SMR consulting group focuses on helping educational institutions manage change in the increasingly complex and litigious environment of scholastic and collegiate athletics programs. We emphasize embracing the highest standards of integrity, solving the challenges of remedying race and gender inequities and building the revenue streams necessary to the achievement of athletics department goals. SMR consultants are former athletics directors and respected researchers, all of whom have also served as college professors and been recognized for their leadership and administrative excellence. We have management experience in all competitive divisions as well as scholastic sports and sport-related non-profit organizations. We believe that the excellence of athletics teams and programs can and must be compatible with academic and ethical integrity. We're excited about sharing this knowledge and experience.

[More about our philosophy >](#)

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