

The passion of athleticism and the camaraderie of teammates drew Teresa Resch, class of 2004, to participate in sports and, ultimately, to choose a career in sports administration for the NBA.

A Career IN SPORTS



Teresa Resch, far left, class of 2004, assists during a life skills seminar at the NBA's Basketball Without Borders Women's Camp in Dakar, Senegal, in August 2010.

Confucius once said, “choose a job you love, and you will never have to work a day in your life.” Case-in-point: Teresa Resch, class of 2004, department assistant for international basketball operations for the National Basketball Association (NBA).

While studying business communications and journalism at Augustana, Resch, a volleyball player originally from Lakefield, Minn., started thinking about the possibility of finding a career in sports.

“I love the ‘team’ aspect of sports. I’ve never experienced anything like it. You perform as a team – supporting each other in order to achieve one goal. Sports have a passion.”

After working with faculty members such as Dr. John Bart, Dr. Janet Blank-Libra, Dr. Jeffrey Miller, Jaciel Keltgen and Shelly Gardner, Resch began pursuing internships that combined communications and sports. After graduation and following internships with the Augustana Sports Information Department and the North Central Conference, Resch decided to attend graduate school at St. Thomas University in Miami, Fl. While in Miami, she worked during the day and took classes in the evening.

“I chose south Florida for grad school because I knew in order to work in the sports industry I’d need to be in an area where there were tons of sports. South Florida proved to be a real learning laboratory for me.”

While in Miami, Resch volunteered and completed internships for the University of Miami’s Athletic Marketing and Community Relations Department; the Orange Bowl Committee, Collegiate Images and the Miami Heat. She also completed an internship at Disney’s ESPN Wide World of Sports, where she worked on an NBA event.

Through the Disney internship, she learned of a position with the NBA, based in New York City.

“I started off supporting domestic operations – helping to coordinate the All Star Game, the NBA Draft, general league operations, player transactions and league-wide events.”

In 2007, she moved into a new role supporting the NBA’s international operations.

“Internationally, there are no teams. My role concentrates on relationship management – identifying and growing the game of basketball across the globe. We do that by building basketball development programs and partnering with social outreach programs to teach both basketball and

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**Teresa Resch, Class of 2004
Department Assistant for International Basketball Operations,
National Basketball Association**

life skills. Our efforts also support brand awareness for the NBA, in a very grass roots fashion.”

The NBA’s “Basketball Without Borders” program is just one initiative Resch works on.

“Basketball Without Borders started 10 years ago as a way to unite people from the Balkans. It’s turned into something so much bigger. Every camp we do, something relevant and meaningful happens. [Every player] is accepting of other people for who they are as a player. It’s not about your religion or what country you’re from. Everyone’s there to play basketball and get better. The sport itself is bigger than all of those other issues.

It’s been very unique to be part of that. When you look at what’s really going on, you realize there really is hope for the world. Sports really do convey healthy lifestyles and acceptance of other cultures, beliefs and traditions.”

Resch said the ease with which she interacts with different cultures first began at Augustana.

“[As a student,] I spent a J-Term in Morocco. It was so good to go and see a different part of the world and see a different culture. Now, that’s a huge part of my job. Augustana was a great foundation for what I’ve been able to accomplish.”

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