

Jeffrey (Jeff) Koch

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EDUCATION

Southern Methodist University, Cox School of Business

Master of Science in Management

Cumulative GPA: - / 4.00

Dallas, TX

May 2026

Southern Methodist University, Simmons School of Education

Bachelor of Science in Applied Physiology and Sport Management

Cumulative GPA: 3.32 / 4.00 | Major GPA: 3.43 / 4.00

Dallas, TX

May 2025

Student Athlete: SMU Men's Soccer Team (all four years) | 2023 AAC All-Academic Team, 2023 AAC Conference Champion

EXPERIENCE

SMU Athletics Graduate Assistant

Business Operations and Finance

Dallas, TX

Aug 2025 – Present

- Develop and maintain detailed budgeting and forecasting in Excel for all 16 SMU athletic programs to support financial planning and decision-making; conduct monthly meetings with 20+ head coaches to assess short and long-term goals
- Support fundraising efforts by establishing performance metrics that connect financial goals with athletic outcomes
- Oversee coordination among donors, board members, and department executives to secure seasonal funding by establishing clear objectives tied to both athletic performance and financial outcomes

FC Dallas

Corporate Sponsorship and Marketing Analyst

Dallas, TX

Jan 2025 – May 2025

- Gained comprehensive experience in game day operations, sales, marketing, and financial analysis, driving sponsor engagement by hosting partners at suite level and supporting revenue growth in a professional sports environment
- Leveraged sports sponsorships with 19 partners like Toyota, Adidas, and Children's Health to drive brand equity, engagement, and ROI through Excel-based data analysis

HPI Real Estate Services and Investments

Leasing and Brokerage

Dallas, TX

Jun 2024 – Aug 2024

- Catalogued and stacked over 60 office buildings in Dallas-Fort Worth metroplex by networking with local businesses, providing detailed analysis with excel for solicitation, and produced in depth market research reports
- Conducted and analyzed market research on office buildings to identify trends and potential investment opportunities
- Hosted 15 tours between tenants and landlords, reviewed 100+ lease agreements to ensure terms were clear and enforced

Greysteel Commercial Real Estate

Capital Markets Analyst

Dallas, TX

Jun 2023 – Aug 2023

- Drove deal insights by underwriting, analyzing deal flow, and synthesizing call observations to support strategic investment decisions for middle market real estate investment banking firm, serving private and institutional investors
- Pitched a potential \$25 million multi-family property deal to the capital markets brokerage team of 12-15 using financial and rent roll analysis, sales comps, and cash flow to demonstrate presentation skills and market comprehension

LEADERSHIP AND ACTIVITIES

Southern Methodist University, Cox School of Business

Consultant – Management in Action Project (MAP)

Dallas, TX

Jan 2026 – May 2026

- Consult with DFW company to address current business challenges facing the future success of the organization by providing up to 200 hours of pro bono services through 16-week graduate capstone project

SMU Dance Marathon

President

Dallas, TX

Aug 2023 – May 2025

- Connected with children and families at Dallas Children's Hospital by hosting 5-10 events on campus to raise awareness
- Led weekly Executive board meetings and delegated tasks to 12 team members to fundraise for Dallas Children's Hospital

Student Athlete Advisory Committee

Committee Member

Dallas, TX

Aug 2022 – Dec 2024

- Elected by 30+ teammates and coaching staff as representative from SMU Men's Soccer team to serve on SAAC
- Represented 15+ Division 1 sports at SMU and provide insight on student-athlete experience, facility management, game day operations, fan engagement, and overall program success to foster a unified and supportive athletic community

SMU Men's Soccer Team

NCAA Division I Athlete

Dallas, TX

Jul 2021 – Nov 2024

- Contributed to advancement of team for 4 consecutive AAC/ ACC Championships and 3 NCAA Tournaments
- Awarded 2023 AAC All-Academic team and AAC Conference Champion by demonstrating discipline and teamwork
- Dedicated 30+ hours weekly to team practices, workouts, games, recovery, and athletic sponsored events on-off campus

ADDITIONAL INFORMATION

Additional Activities: Athletes in Action, Folsom Institute Undergraduate Real Estate Club, Life After Ball, Delta Sigma Pi

Skills: Certified Expert in Microsoft Office (Excel, PowerPoint, Word), Microsoft Teams, Costar, Salesforce

Interests: Kansas City Chiefs, Photography, Pickle Ball, Professional Sports, Skiing, Traveling, Water Sports