

## SCOTT R. ROSNER

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### EDUCATION

- University of Pennsylvania Law School** Philadelphia, PA  
**Juris Doctor** May 1997  
*Activities:* Teacher, Philadelphia Urban Law School Experience, 1996, 1997
- University of Massachusetts** Amherst, MA  
**Master of Science - Sport Management** September 1993  
*Activities:* Assistant Director, William C. Mullins Center, 1993  
Marketing Assistant, Haigis Hoopla Basketball Festival, 1993  
Assistant Coach, Amherst High School Varsity Boys' Soccer, 1992
- University of Michigan** Ann Arbor, MI  
**Bachelor of Arts - Psychology** May 1992  
*Honors:* Class Honors, 1990, 1991, 1992  
*Activities:* Mentor, Ann Arbor Public Schools, 1992  
Member, Sigma Phi Epsilon fraternity, 1989 - 1992

### ACADEMIC EXPERIENCE

- University of Pennsylvania Wharton School of Business** Philadelphia, PA  
**Lecturer** August 2002 - Present  
Lecturer in Legal Studies and Business Ethics Department. Teach Introduction to Law, Legal and Business Aspects of Sports and Sports Law courses at undergraduate level and Sports Business Management course at graduate level.  
*Training:* Negotiation training at Harvard Business School Executive Education  
*Service:* Faculty Mentor, University of Pennsylvania Men's Basketball Team, 2003 – present  
*Awards:* William G. Whitney Award for Undergraduate Teaching, 2006
- Wharton Sports Business Initiative** July 2004 - Present  
**Associate Director**  
Co-developed and launched the Wharton Sports Business Initiative, an academic center for knowledge creation and dissemination in the sports industry. Created strategic plan for the Initiative. Provide leadership in all aspects of WSBI to develop and advance WSBI's strategic plan and build its brand identity, alumni loyalty, and external relations. Share in fundraising responsibilities, helping to identify and successfully develop gift opportunities. Establish cross-disciplinary opportunities within the university. Create innovative new executive education programs for professional athletes, high school students, and sports organizations. Facilitate the establishment of mutually beneficial relationships with organizations in the sport industry, developing and maintaining relationships with sports industry executives. Create opportunities for students to interact and work with sports organizations via experiential education. Organize, direct and create agendas for WSBI Impact conferences, career panels, speaker series and roundtable discussions. Oversee and manage the WSBI website. Advise both the MBA and undergraduate student sports business organizations
- Adjunct Lecturer** January 2001 - May 2002
- Teaching and Research Assistant** January 1996 - May 1997

**University of Pennsylvania Law School**  
**Lecturer in Law**

Philadelphia, PA  
January 2005 – May 2005

Taught Advanced Sports Business and Law seminar course.

**Seton Hall University**  
**Assistant Professor**

South Orange, NJ  
August 1999 – June 2002

Assistant Professor of Finance & Legal Studies in the Center for Sports Management. Taught courses in Sports Law, Sports Finance, Management of Sports Organizations, Introduction to the Sports Industry, and Legal Foundations of Business to undergraduate and graduate students in the Paul W. Stillman School of Business.

**Service:** Faculty Advisor, Sports Management Student Association, 1999 - 2002  
Chair, Undergraduate Education Policy Committee, 2000 – 2001  
Advisor, Student Team on Integrity and Professionalism, 2000 - 2001  
Nominations and Elections Committee, 2000 - 2002  
Academic Standards Committee, 2000 - 2002  
Term Alternate, Faculty Senate, 2000 – 2002  
Assisted in recruitment of prospective students, 1999 - 2002.

**Seton Hall University Law School**  
**Adjunct Assistant Professor**

Newark, NJ  
August - December 2000

Taught course in Sports Law. Devised and evaluated student assignments. Delivered classroom lectures.

**Cazenovia College**  
**Director, Sport Management Concentration**

Cazenovia, NY  
June 1998 – June 1999

Director of newly initiated Sport Management Concentration and Associate Professor in Center for Business Management. Devised course curriculum for entire program. Advised all Sport Management students in academic and non-academic matters. Developed and supervised placement sites for student internships. Taught all courses in program, including Principles of Sport Management, Sport Business and Finance, Sport Policy, Sport Law, Facility Management, Sport Marketing, and College Athletics. Recruited prospective students. Implemented use of new technologies in all aspects of program, including extensive use of the Internet and distance learning technologies.

**Service:** Faculty Athletics Representative to the NCAA  
Orientation Committee  
Bridge Programs Committee

## **PUBLICATIONS**

*“The Impact of Globalization on Player Transfer Agreements in Professional Sports,”* (in progress).

*“Political Ideologies and Revenue Sharing in Professional Sports Leagues,”* (in progress).

*“Conflicts of Interest and the Shifting Paradigm of Athlete Representation,”* UCLA Entertainment Law Review, Fall 2004 (lead article). Cite as: 11 UCLA ENT. L. REV. 194 (2004).

*“Reflections on Augusta: Judicial, Legislative and Economic Approaches to Private Race and Gender Consciousness.”* Michigan Journal of Law Reform, Fall 2003. Cite as: 37 U. MICH. J.L. REFORM 135 (2003).

*“The History and Business of Contraction in Major League Baseball,”* Stanford Journal of Law, Business & Finance, Spring 2003. Cite as: 8 STANFORD J.L. BUS. & FIN. 265 (2003).

*"Squeeze Play: Analyzing Contraction in Professional Sports,"* Villanova Sports & Entertainment Law Journal, Fall 2003. Cite as: 10 VILL. SPORTS & ENT. L.J. 29 (2003).

*"Legal Approaches to the Use of Native American Logos and Symbols in Sports,"* Virginia Sports and Entertainment Law Journal, Spring 2002. Cite as: 1 VA. SPORTS & ENT. L.J. 258 (2002).

*"Institutional and Organizational Liability for Hazing in Intercollegiate and Professional Team Sports,"* St. John's Law Review, Spring 2002 (co-author). Cite as: 76 ST. JOHN'S L. REV. 87 (2002).

*"Institutional Liability for Hazing in Interscholastic Sports,"* Houston Law Review, Summer 2002 (lead author). Cite as: 39 HOUS. L. REV. 275 (2002).

*"The Growth of NCAA Women's Rowing: A Financial, Ethical and Legal Analysis,"* Seton Hall Journal of Sport Law, Spring 2001. Cite as: 11 SETON HALL J. SPORT L. 297 (2001).

*"Must Kobe Come Out and Play? An Analysis of the Legality of Preventing High School Athletes and College Underclassmen from Entering Professional Sports Drafts,"* Seton Hall Journal of Sport Law, Spring 1998. Cite as: 8 SETON HALL J. SPORT L. 539 (1998).

## **BOOKS**

*"The Business of Sports,"* (lead author of textbook synthesizing a collection of the leading scholarly sports business articles, the first such volume in the field), with Kenneth Shropshire. Published by Jones & Bartlett Publishers, April, 2004. ISBN: 0763726214 (*Second edition in progress and scheduled for release in Spring 2009*).

## **PRESENTATIONS**

*"Legal Ethics in the Evolving World of Sports Agents,"* (Panelist at the annual meeting of the Sports Lawyers Association, Cambridge, Massachusetts, May, 2007).

*"The Digitization of Sports: A Legal and Business Affairs Perspective,"* (Panelist at the annual meeting of the American Bar Association Forum on the Entertainment and Sports Industries, Los Angeles, California, October, 2006).

*"Salary Arbitration and Baseball Bargaining,"* (Moderator of panel at the University of Pennsylvania Journal of Labor and Employment Law Symposium on Professional Sports and Collective Bargaining, University of Pennsylvania Law School, Philadelphia, Pennsylvania, January, 2006).

*"Whither Vertical Integration and the Single-entity? The Evolving Model of Professional Sports Franchise Ownership and League Organization,"* (Paper presented at the North American Society for Sport Management conference, Atlanta, Georgia, June, 2004).

*"Clarifying Claret: Antitrust Implications of the NFL Draft Eligibility Rule,"* (Paper presented at the Sport, Physical Activity, Recreation and Law conference, Las Vegas, Nevada, March, 2004).

*"Reflections on Augusta: Judicial, Legislative and Economic Approaches to Private Race and Gender Consciousness,"* (Paper presented at the Sport, Physical Activity, Recreation and Law conference, Las Vegas, Nevada, March, 2004).

*"Behind the Scenes: The Power of Corporate Sponsorship and Revenue Maximization in Driving the Globalization of Sports,"* (Moderator of panel at the MBA Media and Entertainment Conference, NYU Stern School of Business, February, 2004).

*“Legal Aspects of Ambush Marketing in Sports,”* (Presentation made at the University of Kentucky Sports Marketing Academy, June, 2003).

*“The Uniform Athlete Agent Act and New Jersey: Perfect Together?”* (Presentation made to the New Jersey Law Revision Commission at the Seton Hall Sports Law Symposium, Newark, New Jersey, April, 2003). Transcript available in Seton Hall Journal of Sport Law, Fall 2003. Cite as: *“Symposium: The Uniform Athlete Agents Act,”* 13 SETON HALL J. SPORTS L. 345 (2003).

*“Working Through the Sports Lawyer’s Ethical Dilemmas,”* (Moderator of panel at the annual meeting of the Sports Lawyers Association, Phoenix, Arizona, May, 2002).

*“Developing a Model Anti-Hazing Plan for College and High School Coaches and Administrators,”* (Co-author of paper presented at the Society for the Study of the Legal Aspects of Sport and Physical Activity (SSLASPA) conference, Waco, Texas, March, 2002).

*“The Business of Contraction in Major League Baseball,”* (Presentation made at the Villanova University Law School symposium “6-4-3 (Double Play). Two Teams Out; Contraction in Baseball,” Villanova, Pennsylvania, February, 2002). Transcript available in Villanova Sports & Entertainment Law Journal, Fall 2003. Cite as: 10 VILL. SPORTS & ENT. L.J. 1 (2003).

*“Legal Issues Surrounding the Use of Native American Nicknames and Symbols in Sports,”* (Presentation made at the University of Virginia Law School conference “Braves or Cowards? The Use of Native American Names and Symbols in Sports,” Charlottesville, Virginia, October, 2001).

*“Country Club Discrimination in the New Millennium: Of Litigation, Legislation and Potential Solutions,”* (Lead author of paper presented at the North American Society for Sport Management (NASSM) conference, Virginia Beach, Virginia, June, 2001).

*“Legal Aspects of Hazing in Sports,”* (Lead author of paper presented at the North American Society for Sport Management (NASSM) conference, June, 2001).

*“Valuation of Professional Sports Franchises,”* (Paper presented at the North American Society for Sport Management (NASSM) conference, Virginia Beach, Virginia, June, 2001).

*“Breaking Into the Sports Industry,”* (Presentation made at the Seton Hall Sports Law Symposium, Newark, New Jersey, April, 2001).

*“Intercollegiate Athletics in the New Millennium: An Analysis of Recent NCAA Reform Efforts,”* (Lead author of paper presented at the Society for the Study of the Legal Aspects of Sport and Physical Activity (SSLASPA) conference, Branson, Missouri, March, 2001).

*“Of Ballparks, Books, Blight and Bears: An Analysis of Newark’s Sports Strategy as a Revitalization Tool,”* (Paper presented at the Sport in the City conference, Indianapolis, Indiana, June, 2000).

*“The Application of NASSM Program Standards and Review Protocol to Business School Based Sport Management Programs,”* (Lead author of paper presented at the North American Society for Sport Management conference, Colorado Springs, Colorado, June, 2000).

*“The Price You Pay: A New Method of Analyzing the Real Financial Costs of Intercollegiate Sports Teams,”* (Paper presented at the North American Society for Sport Management conference, Colorado Springs, Colorado, June, 2000).

*"The Growth of NCAA Women's Rowing: A Financial, Ethical and Legal Analysis,"* (Paper presented at the North American Society for Sport Management conference, Vancouver, Canada, June, 1999).

#### **BOOK CHAPTERS**

*"Hazing and Sports and the Law,"* in Hank Nuwer (ed.), The Hazing Reader, Indiana University Press, 2003 (with R. Brian Crow).

*"Institutional Liability and Hazing - Mainly Athletics-Related,"* in Hank Nuwer (ed.), The Hazing Reader, Indiana University Press, 2003 (with R. Brian Crow).

*"Athletes: Academic Standards for Freshman Eligibility,"* in Harold J. VanderZwaag, Policy Development in Sport Management (2d ed.), Praeger Publishing, 1999.

#### **OTHER ARTICLES AND COMMENTARIES**

"MLBAM Risks Alienating Fans with Fantasy-League Fight," SportsBusiness Journal, December 4-10, 2006.

"Endorsement Equation Equals More Than Gold Standard," SportsBusiness Journal, February 6-12, 2006.

"Subway Series Creates Licensing Bonanza," Licensing Journal, March, 2001 (co-authored with Kenneth Shropshire, University of Pennsylvania).

"Cleansing of Collegiate Licensing Deals," Licensing Journal, February, 2001 (co-authored with Kenneth Shropshire, University of Pennsylvania).

"Olympic Licensing: The Changing Face of Ambush Marketing," Licensing Journal, January, 2001 (co-authored with Kenneth Shropshire, University of Pennsylvania).

"Standing in the Draft, and Feeling Plenty of Heat," SportsBusiness Journal, 7/24-30, 2000.

#### **SELECTED MEDIA APPEARANCES**

Philadelphia Daily News, "If They Build It, Will Philly Soccer Fans Come?," November 16, 2007.

The International Herald-Tribune, "A Madness That Suits Universities in the U.S.," April 2, 2007.

CNBC, "On the Money," January 19, 2007. The business of the New Orleans Saints post-Katrina.

CNBC, "On the Money," November 15, 2006. The acquisition of Daisuke Matsuzaka by the Boston Red Sox.

New York Times, "Root, Root, Root for the Start-Up," July 9, 2006.

SportsBusiness Journal, "Moscow-based Lukoil Uses Sports to Build Its Brand in the U.S., Connect With Consumers," April 10, 2006.

Newsday, "Money & Power: Courting a High Profile for Tennis," August 22, 2005.

Philadelphia Daily News, "Billion Air," May 12, 2005. The value of the Philadelphia Eagles.

Wall Street Journal, "Stepping Stone: Pro basketball isn't necessarily the ultimate goal for most women college players; But it may be a good way to get where they want to go," March 14, 2005, Page R8.

Sports Illustrated, "Ladies' Day," November 15, 2004. The business of women's sports.

Kansas City Star, "The Star's Expert - Scott Rosner," July 28, 2004, Page A6. Commentary on the city's pending arena referendum.

Los Angeles Business, "Maloofs, MGM Ink Deal," May 7, 2004.

Sports Illustrated, "Good Job. You're Fired! Even highly successful coaches have learned that winning doesn't guarantee security," May 3, 2004.

ESPN.com, "New Owners' Tax Break Losing Value," April 15, 2004.

NPR, WBUR 90.9 FM (Boston), Only a Game, "Martha vs. Annika," April 10, 2004. The continuing debate over Augusta National.

ESPN, "Break Up the Bombers? Yankees on Trial," April 8, 2004. Competitive imbalance in Major League Baseball.

WHYY 91 FM (Philadelphia), Radio Times with Marty Moss-Coane, The debate over Augusta National, December 11, 2002.

Sports Illustrated Women, "More Than Just a Pretty Face?" October, 2002 at 89.

WNBC 4 (NY) News, 11 PM edition, about relevance of possible Subway Series, October 14, 2000.

Youngtown (OH) Vindicator, "Experts: Devise a Plan, Get Tenants," August 27, 2000.

Denver Post, "Webb, Sturm, Ascent Catch Nation's Attention," November 21, 1999.

SportsBusiness Journal, "800-pound Gorilla, Debt Doomed ABL," September 20, 1999.

## **SPORTS EXPERIENCE**

### **Hudson Sports Consulting Principal and Founder**

Allendale, NJ  
April 2002 - Present

Principal and Founder of sports advisory firm. Provide a wide range of services in the business and legal aspects of the sports industry, including: expert opinions in preparation of litigation, sports agency advising, league governance issues, advising athletes on the agent selection process, equity issues in public and private sports organizations, contract negotiation, Title IX compliance evaluation, athlete conduct issues, and coordinating education program for professional boxers.

### **Main Events Rookie Symposium Coordinator**

East Rutherford, NJ  
January 2001 - March 2003

Coordinator of education program for new professional boxers. Coordinate and instruct symposia on topics including: Management, Investment, and Legal Tools for Pro Athletes; Evaluating and Selecting Investment Managers and Attorneys; Basic Banking and Investing; Public Relations and Media Training; and Proper Legal Responses to Civil Actions and Criminal Accusations.

**Winning Edge Lacrosse Camp, Inc.** Gladwyne, PA  
**Owner/Director** October 1993 – August 2000  
Owner/Director of summer lacrosse camp for girls ages 11 - 18. Responsible for all aspects of camp preparation, including coordinating facility usage, marketing, staffing, accounting, recruiting campers, and soliciting corporate sponsorships.

**World Cup USA 1994 New York/New Jersey** Secaucus, NJ  
**Assistant Volunteer Manager** May - October 1993  
Assistant Volunteer Manager for Giants Stadium venue. Responsible for implementation and daily operation of program involving 1500 volunteers. Coordinated volunteer effort for special events and projects. Interfaced with corporations and state government to recruit volunteers.

**Philadelphia Flyers** Philadelphia, PA  
**Public Relations Intern** May - June 1991

## LEGAL EXPERIENCE

**Levine, Blaszak, Block & Boothby** Washington, DC  
**Summer Associate** May - August 1995  
Summer Associate for firm specializing in representation of large users of telecommunications services. Drafted memoranda and motions regarding FCC orders, rulemaking hearings, and pending Congressional legislation. Analyzed and researched contract proposals and agreements.

**Stephen C. Josel & Associates** Philadelphia, PA  
**Legal Clerk** January - August 1994  
Legal clerk for firm specializing in plaintiff representation. Drafted legal memoranda. Prepared deposition summaries, researched issues, and completed assignments in anticipation of litigation.

## OTHER EXPERIENCE

- **Unit Head**, Camp Samoset, 1988, 1990 – 1992
- **Research Assistant**, University of Pennsylvania Center for Cognitive Therapy, 1989

## PROFESSIONAL MEMBERSHIPS

Academy of Legal Studies in Business; American Bar Association Forum on the Entertainment and Sports Industry; Faculty Athletics Representatives Association, 1998-99; North American Society for Sport Management; Sport and Recreation Law Association (formerly SSLASPA); Sport Lawyers Association, Sports Financial Advisors Association (Board of Directors, 2005-07).

## BAR ADMISSIONS

New Jersey, Pennsylvania

## ACTIVITIES

- **Finisher**, 2002 New York City Marathon, 1998 Philadelphia Marathon
- **Member**, New York Road Runners Club, Oakland Strikers S.C.
- **Coach**, NIKE P.L.A.Y.CORPS, September 1996 – March 1997; Lower Merion S.C., 1994