July 1, 2013

SCOTT R. ROSNER

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**EDUCATIONAL BACKGOUND**

**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

**EMPLOYMENT HISTORY – ACADEMIC EXPERIENCE**

**University of Pennsylvania Wharton School of Business** Philadelphia, PA

**Practice Associate Professor** July 2013 - Present

Practice Associate Professorin Legal Studies and Business Ethics Department. Teach Introduction to Law, Sports Business Management and Negotiation and Dispute Resolution courses at undergraduate level and Sports Business Management course at graduate level. Participate in all aspects of departmental life.

**Practice Assistant Professor** July 2010 – June 2013

Practice Assistant Professorin Legal Studies and Business Ethics Department. Teach Introduction to Law, Sports Business Management and Negotiation and Dispute Resolution courses at undergraduate level and Sports Business Management course at graduate level. Participate in all aspects of departmental life.

***Awards:*** William G. Whitney Award for Undergraduate Teaching, 2013

**Lecturer**  August 2002 – June 2010

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, Penn Men’s Basketball Team, 2003 – 2008

***Awards:*** William G. Whitney Award for Undergraduate Teaching, 2006, 2009

**Wharton Sports Business Initiative**

**Faculty Associate Director** July 2004 - Present

**Acting Faculty Director** January 2013 – June 2013

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. Lead consulting projects with various organizations, including the NFL (multiple engagements), Major League Baseball (multiple engagements), New York Jets, ESPN Magazine, Madison Square Garden Sports, Philadelphia Eagles (multiple engagements), United States Tennis Association, NBA Developmental League, AVP, Sports Capital Partners (Real Salt Lake), Philadelphia Union (MLS) (multiple engagements), USA Football, and AOL Sports. Arrange and coordinate consulting projects with various organizations, including the New Jersey Nets, New York Racing Association, FC Harlem and WIN Products. Serve as Academic Director for Wharton Sports Business Academy, planning all aspects of 4-week curriculum. 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 WSBI Research Fellows. 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** Philadelphia, PA

**Lecturer in Law** Spring 2013, Fall 2008, Spring 2005

Taught Sports Law (2008, 2013) and Advanced Sports Business and Law (2005) courses.

**Seton Hall University** South Orange, NJ

**Assistant Professor**  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** Newark, NJ

**Adjunct Assistant Professor**  August - December 2000

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

**Cazenovia College** Cazenovia, NY

**Director, Sport Management Concentration** 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

**EMPLOYMENT HISTORY – SPORTS EXPERIENCE**

**Hudson Sports Consulting** Allendale, NJ

**Principal and Founder** April 2002 - Present

Principal and Founderof 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, facility feasibility studies, facility economic impact studies, antitrust issues relating to sports telecommunications, sports agency advising, league governance issues, advising private equity firms on sports-related investments, advising athletes on the agent selection process, equity issues in public and private sports organizations, contract negotiation on behalf of athletes and coaches, Title IX compliance evaluation, athlete conduct issues, and coordinating education program for professional boxers. Consult with various organizations, including the NFL, Philadelphia Union, FedEx, AT&T, Philadelphia Sports Congress, Red Bull, Cloud 9 Skiing, San Diego State University, and The Sacks Group.

**Main Events** East Rutherford, NJ **Rookie Symposium Coordinator** 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

**EMPLOYMENT HISTORY – 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.

**PUBLICATIONS**

**LAW REVIEW ARTICLES**

1. Scott R. Rosner and William T. Conroy, *“The Impact of the Flat World on Player Transfers in Major League Baseball,”* University of Pennsylvania Journal of Business Law, Fall 2009, pp. 79-130. Cite as: 12 U. Pa. J. Bus. L. 79 (2009).
2. Scott Rosner and Deborah Low, *“The Efficacy of Olympic Boycotts and Bans on Effectuating International Political and Economic Change,”* University of Texas Review of Entertainment and Sports Law, Fall 2009, pp. 27-79. Cite as: 11 Tex. Rev. Ent. & Sports L. 27 (2009).

1. Scott R. Rosner, *“Conflicts of Interest and the Shifting Paradigm of Athlete Representation,”* UCLA Entertainment Law Review, Fall 2004 (lead article), pp. 193-245. Cite as: 11 UCLA Ent. L. Rev. 194 (2004).
2. Scott R. Rosner, *“Reflections on Augusta: Judicial, Legislative and Economic Approaches to Private Race and Gender Consciousness.”* Michigan Journal of Law Reform, Fall 2003, pp. 136-192. Cite as: 37 U. Mich. J.L. Reform 135 (2003).
3. Scott R. Rosner, *“The History and Business of Contraction in Major League Baseball,”* Stanford Journal of Law, Business & Finance, Spring 2003, pp. 265-288. Cite as: 8 Stanford J.L. Bus. & Fin. 265 (2003).
4. Scott Rosner, *“Squeeze Play: Analyzing Contraction in Professional Sports,”* Villanova Sports & Entertainment Law Journal, Fall 2003, pp. 29-46. Cite as: 10 Vill. Sports & Ent. L.J. 29 (2003).
5. Scott R. Rosner,***“****Legal Approaches to the Use of Native American Logos and Symbols in Sports,”* Virginia Sports and Entertainment Law Journal, Spring 2002, pp. 258-273. Cite as: 1 Va. Sports & Ent. L.J. 258 (2002).
6. R. Brian Crow and Scott R. Rosner (co-authors, listed alphabetically), *“Institutional and Organizational Liability for Hazing in Intercollegiate and Professional Team Sports,”* St. John’s Law Review, Spring 2002, pp. 87-114. Cite as: 76 St. John’s L. Rev. 87 (2002).
7. Scott R. Rosner and R. Brian Crow, *“Institutional Liability for Hazing in Interscholastic Sports,”* Houston Law Review,Summer 2002, pp. 275-305. Cite as: 39 Hous. L. Rev. 275 (2002).
8. Scott R. Rosner, *“The Growth of NCAA Women's Rowing: A Financial, Ethical and Legal Analysis,”* Seton Hall Journal of Sport Law, Spring 2001, pp. 297-334. Cite as: 11 Seton Hall J. Sport L. 297 (2001).
9. Scott R. Rosner, *“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, pp. 539-574. Cite as: 8 Seton Hall J. Sport L. 539 (1998).

**BOOK CHAPTERS**

1. Scott R. Rosner and R. Brian Crow, *“Hazing and Sports and the Law*,*”* in Hank Nuwer (ed.), The Hazing Reader, pp. 200-223, Indiana University Press, 2003.
2. Scott R. Rosner and R. Brian Crow, *“Institutional Liability and Hazing - Mainly Athletics-Related*,*”* in Hank Nuwer (ed.), The Hazing Reader, pp. 224-251, Indiana University Press, 2003.
3. Scott R. Rosner, *“Athletes: Academic Standards for Freshman Eligibility,”* in Harold J. VanderZwaag, Policy Development in Sport Management (2d ed.), pp. 41-56, Praeger Publishing, 1999.

**OTHER ARTICLES AND COMMENTARIES**

1. Scott Rosner, “NRA Sponsorship a Mistake for NASCAR,” Sports Business Journal, p. 10, March 18, 2013.
2. Amy Sepinwall and Scott Rosner, “Punishing Penn State,” Huffington Post, available at http://www.huffingtonpost.com/amy-sepinwall/punishing-penn-state\_b\_1710425.html, July 30, 2012.
3. Jordan Brenner (with additional reporting by Scott Rosner, Adi Wyner, Alex Goldstein, Vik Kakkar, Jackie Panglinan, Brooks Powlen, Clint Siegfried, Timothy Skender), “Pay Dirt,” ESPN Magazine (The Money Issue), pp. 90-94, May 14, 2012.
4. Amy Sepinwall and Scott Rosner, “Penn State and the Blame Game,” Huffington Post, available at http://www.huffingtonpost.com/scott-rosner/penn-state-and-the-blame-\_b\_1191390.html, January 7, 2012.
5. Scott Rosner, “NBA Lockout: When Will It End?,” Washington Post, October 11, 2011, available at http://live.washingtonpost.com/nba-lockout-111011.html.
6. Scott Rosner, “How Contentious Labor Issues in Sports Compare to Others,” Sports Business Journal, p. 21, January 24, 2011.
7. Scott Rosner, “Team Ownership Could Fade with Comcast-NBC Universal Deal,” Sports Business Journal, p. 21, March 1, 2010.
8. Kenneth L. Shropshire and Scott R. Rosner, *“On the Global Economic Downturn and Sports,”* Entertainment and Sports Lawyer, volume 27, issue 2 (Fall 2009).
9. Scott Rosner, “Cable TV and the Home Field Advantage,” San Diego Union Tribune, June 21, 2009.
10. Scott Rosner, “Popularity Is Only the First Step for an Emerging League,” Sports Business Journal, p. 25, April 28, 2008.
11. Scott Rosner, “MLBAM Risks Alienating Fans with Fantasy-League Fight,” Sports Business Journal, p. 55, December 4, 2006.
12. Scott Rosner, “Endorsement Equation Equals More Than Gold Standard,” Sports Business Journal, p. 26, February 6, 2006.
13. Scott Rosner and Kenneth Shropshire, “Subway Series Creates Licensing Bonanza,” Licensing Journal, March, 2001.
14. Scott Rosner and Kenneth Shropshire, “Cleansing of Collegiate Licensing Deals,” Licensing Journal, February, 2001.

1. Scott Rosner and Kenneth Shropshire, “Olympic Licensing: The Changing Face of Ambush Marketing,” Licensing Journal, January, 2001.
2. Scott Rosner, “Standing in the Draft, and Feeling Plenty of Heat,” Sports Business Journal, p. 32, July 24, 2000.

### BOOKS

1. Scott R. Rosner and Kenneth L. Shropshire, *“*The Business of Sports (2nd edition),*”* (second edition of leading textbook synthesizing commentary and analysis with a collection of the top scholarly sports business articles). Published by Jones & Bartlett Publishers, December, 2010. ISBN: 0763780782
2. Scott R. Rosner and Kenneth L. Shropshire, *“*The Business of Sports,*”* (textbook synthesizing a collection of the leading scholarly sports business articles, the first such volume in the field). Published by Jones & Bartlett Publishers, April, 2004. ISBN: 0763726214

**ACADEMIC JOURNALS**

1. Sport, Business and Management: An International Journal. *Editorial Advisory Board,* 2011 – Present. Emerald Group Publishing, ISSN 2042-678X.

### PRESENTATIONS

*“When Universities Fail: The Legal Ethics of Penn State,”* (Moderator of panel at the annual meeting of the Sports Lawyers Association, Atlanta, Georgia, May, 2013).

*“Improving the Balance Sheet from Sports,”* (Leader of taskforce sessions at the inaugural Doha GOALS Forum, Doha, Qatar, December 10-12, 2012).

*“More Than Lockouts and Labor Negotiations: A Review of the Year in Sports from Litigation, to Doping, to Ballooning College Television Deals,”* (Moderator of panel at the annual meeting of the American Bar Association Forum on the Entertainment and Sports Industries, Las Vegas, Nevada, October 5, 2012).

*“Public Relations and Communications,”* (Moderator of panel at Ivy Sports Symposium, November 18, 2011).

*“American Needle: Current Antitrust Issues in US Sport,”* (Panelist at the annual meeting of the American Bar Association Forum on the Entertainment and Sports Industries, Las Vegas, Nevada, October 8, 2010).

*“Current Issues in Sports Law,”* (Panelist at the University of Miami Entertainment and Sports Law annual symposium, Miami, Florida, February 4, 2010).

*“Re-Building New York Area Sports: What’s Happening With New Stadium Construction,”* (Moderator of panel at Young Mortgage Bankers Association meeting, New York, New York, January 21, 2009).

*“Leveraging and Maximizing Sports Marketing Partnerships in Today’s Economy”* (Moderator of panel at Wharton Marketing Conference, Philadelphia, Pennsylvania, November 7, 2008).

*“Welcome to Web 2.0: Legal Issues in the Expansion of Broadcast and Internet Rights,”*

(Panelist at the annual meeting of the Sports Lawyers Association, San Francisco, California, May, 2008).

*“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 Clarett: 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).

**SELECTED MEDIA APPEARANCES**

# Sports Illustrated, “The Most Powerful Man in Sports…You Had No Idea, Did You? Stan Kroenke,” November 19, 2012.

# Fox Sports, “Jones Pullout Shows UFC Power Shift,” August 24, 2012.

# Advertising Age, “NBC Uses Olympics to Spawn Hits, But Success Is Far From Guaranteed,” August 20, 2012, available at http://adage.com/article/news/nbc-olympics-spawn-hits-success/236749/.

# San Jose Mercury News, “San Jose Sharks Owners Say They'll Stay Committed to Winning, Despite Financial Losses,” August 20, 2012,

Newark Star-Ledger, “A Deal for the Devils? Possible NHL Lockout Could Complicate Things,” August 16, 2012.

# Knowledge at Wharton, “Does NBC’s Olympic Coverage Deserve the Gold?, August 13, 2012,

available at http://knowledgetoday.wharton.upenn.edu/tag/scott-rosner/.

CNBC, “Worldwide Exchange,” August 10, 2012, *“Man U IPO Cool But Not Worth It.”* The Manchester United IPO, available at http://video.cnbc.com/gallery/?video=3000108153&play=1.

### Fox Business, “Manchester IPO a Risky Game,” August 9, 2012, available at http://www.foxbusiness.com/industries/2012/08/09/manchester-united-ipo-risky-game/.

CNBC, “Soccer, Steak and Madoff in Busy IPO Week,” August 6, 2012, available at http://www.cnbc.com/id/48535438.

ESPN.com, “Great Club…Terrible Investment?,” August 3, 2012, available at http://espn.go.com/sports/soccer/story/\_/id/8227588/manchester-united-ipo-great-american-swindle-roger-bennett.

# Detroit News, “Initial shock of NHL Demands Wanes as Union Seeks Answers,” July 26, 2012.

### PBS, “PBS NewsHour,” July 23, 2012, “Sanctions Will Have Lasting Impact on Penn State Football,” available at http://video.pbs.org/video/2259854797.

## WHYY, “Tallying the Economic Scoreboard on Penn State,” July 23, 2012

# Bloomberg, “Penn State May Face Penalties From NCAA After Coverup Report,” July 17, 2012.

# Knowledge at Wharton, *“*Manchester United: Tapping Fans’ Hearts to Reach Their Wallets,” July 10, 2012, available at http://knowledgetoday.wharton.upenn.edu/2012/07/manchester-united-tapping-fans-hearts-to-reach-their-wallets/.

Philadelphia Inquirer, “An Amicable Parting?,” July 6, 2012 (front sports page).

## Wall Street Journal, “Game Changer: NFL Scrambles to Fill Seats,” July 2, 2012.

## KJR Sports Radio, “Mitch in the Morning,” May 18, 2012. Seattle Sonics arena proposal (16 minute discussion). Available at http://www.sportsradiokjr.com/player/?station=KJR-AM&program\_name=podcast&program\_id=mitchinthemorning.xml&mid=22103405.

## Knowledge at Wharton, “Sports by the Numbers: Predicting Winners and Losers,” April 20, 2012, available at http://knowledgetoday.wharton.upenn.edu/tag/scott-rosner/.

Sports Business Journal, “Debt a Common Foe in NHL Playoff Series,” April 16, 2012.

New York Times, “Arguing Over Heckling,” March 29, 2012.

# Newark Star-Ledger, “Tim Tebow's Trade to Jets Likely to Cause Jersey Sales to Soar,” March 22, 2012.

The Economist, “Well Played, Wharton,” March 21, 2012, available at http://www.economist.com/whichmba/well-played-wharton.

# L.A. Times, “Investment Bank EMC Becomes a Force In Sports and Entertainment,” March 20, 2012, available at http://articles.latimes.com/2012/mar/20/business/la-fi-ct-caa-evolution-media-20120320.

## Knowledge at Wharton, “The Financial Impact of March Madness Meltdowns,” March 19, 2012, available at http://knowledgetoday.wharton.upenn.edu/tag/scott-rosner/.

# Sports Business Journal, “Time for Some Straight Talk On Marketing Jargon – Isn’t It?,” February 27, 2012.

# Newark Star-Ledger, “Giants and Packers Square Off in Battle of Big-Money NFL Teams,” January 12, 2012.

# American Public Media Marketplace, “Penn State Choice for Paterno Successor Draws Boos,”

# January 6, 2012, available at http://www.marketplace.org/topics/life/penn-state-choice-paterno-successor-draws-boos.

# New York Law Journal, “NBA Labor Dispute: Anatomy of a Mediation,” December 2, 2011.

# Business Week, “Syracuse Assistant Coach Bernie Fine is Fired Amid Abuse Probe,” November 28, 2011.

L.A. Times, “New Dodgers Owner Can Follow One of Two Paths,” November 21, 2011.

USA Today, “Paying for Pujols Can Be Complicated for Cardinals,” November 16, 2011.

Marketwatch (Wall Street Journal), “NBA Players to Disband Union, May Sue League,” November 14, 2011.

# ABC News, “Penn State Sponsors Anxiously Watch How Events Unfold at University,” November 11, 2011, available at http://abcnews.go.com/Business/sandusky-penn-state-scandal-cars/story?id=14916627#.UD\_CM5bhdZk.

L.A. Times, “Rating the Sports Commissioners,” September 19, 2011, available at http://articles.latimes.com/2011/sep/19/sports/la-sp-0920-commissioners-charticle-20110920.

# L.A. Times, “When It Comes to Commissioners, David Stern is Top Pick — For Now,” September 19, 2011, available at http://articles.latimes.com/2011/sep/19/sports/la-sp-sports-commissioners-20110920.

# Baltimore Sun, “Maryland, West Virginia Show Coach-In-Waiting Agreements Can Go Awry,” September 14, 2011.

# L.A. Times, “How High Can Rights Fees for Sports Rights Go?,” September 8, 2011.

# CNNMoney, “Los Angeles Dodgers File for Bankruptcy,” June 27, 2011

# Advertising Age, “Field of Screams: Loss of Super Bowl Would Flush $11B Down the Drain,” May 2, 2011.

# Marketwatch (Wall Street Journal), “NFL Owners Fighting Players - And Each Other,” March 4, 2011.

# Tampa Bay Tribune, “NFL Players, Owners Disagree On 18-Game Season; Will It Happen? Should It?,” February 11, 2011.

# MSNBC, “Dylan Ratigan Show,” August 19, 2010. “Recession-resistant sports business going strong,” available at http://video.msnbc.msn.com/dylan-ratigan-show/38776229#38776229.

Philadelphia Inquirer, “Expert Says Eagles’ Corporate Playbook Is a Winner,” July 26, 2010

(sports section front page).

## Golf Magazine, “Tiger Woods Is Deciding Which Pieces of His Shattered Image He Should Pickup and Which He Should Leave Behind,” April 3, 2010, available at http://www.golf.com/tour-and-news/tiger-woods-deciding-which-pieces-his-shattered-image-he-should-pickup-and-which-he-sh#ixzz2541WZDPZ.

Washington Times, “NFL Owners, Union Appear Ready to Clash,” September 9, 2009.

San Diego Union-Tribune, “No Incentive to Come Clean Once Athletes Hit the Bigs,” August 26, 2009.

Baltimore Sun, “Maryland's Friedgen Says He Might Stay On,” July 1, 2009.

Sacramento Bee, “Will Rubio’s Flair Bounce as High Here?” June 25, 2009.

CBC Sports, “Balsillie and Coyotes: The Road Ahead,” June 17, 2009.

Arizona Republic, “NHL, Owner to Face Off in Court Over Coyotes Relocation,” June 9, 2009.

Business Week, “Power 100: The Most Powerful People in Sports,” (one of 35 experts empanelled to select list) October 2008, September 2007*.*

The Michael Smerconish Program on The Big Talker, 1210 AM WPHT, July 1, 2008. The increased use of secondary ticket markets in sports.

Philadelphia Inquirer, “New Ball Game in Ticket-Sales Arena,” June 28, 2008 (front page).

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.

Forbes, “A Modest Baseball Proposal,” November 21, 2006.

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.

Sports Business Journal, “Moscow-based Lukoil Uses Sports to Build Its Brand in the U.S., Connect with Consumers,” April 10, 2006.

ESPN.com, “Financial Fallout to Hit Philly, Reebok Headquarters,” November 7, 2005.

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.

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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.

Sports Business Journal, “800-pound Gorilla, Debt Doomed ABL,” September 20, 1999.

# OTHER EXPERIENCE

**• *Unit Head,*** Camp Samoset, 1988, 1990 – 1992

• ***Research Assistant,*** University of Pennsylvania Center for Cognitive Therapy, 1989

# PROFESSIONAL MEMBERSHIPS

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 (1997, active), Pennsylvania (1997, currently inactive)

**ACTIVITIES**

• ***Finisher,*** 2002 New York City Marathon, 1998 Philadelphia Marathon

• ***Coach,*** NIKE P.L.A.Y.CORPS, September 1996 – March 1997; Lower Merion S.C., 1994