

KENNETH L. SHROPSHIRE

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OVERVIEW

Shropshire has had a career of over 30 years as a professor, business consultant, author, and lawyer. His experiences have focused on a wide range of sports related issues from race, leading a global sporting event, sports marketing, stadium and arena construction and financing, the relocation of franchises, the transition of athletes from the playing field into business to focusing on diversity in sports. Author of foundational books focused on race and sports and one on sports agents. He is the coauthor of one of the leading business school texts on sport business and one of the leading undergraduate sports law texts. He has applied his solid business sense beyond sports via board experiences with a publicly traded company, a bank, a for-profit educational enterprise and several not-for-profit entities. He also serves as the co-host of the Wharton Sports Business Show on SiriusXM Channel 111.

PRESENT

Professor, Legal Studies and Business Ethics, Wharton School, University of Pennsylvania, 1986-present

- Endowed Chair holder, with tenure, (the David W. Hauck Professor at the Wharton School); Professor of Africana Studies
- Former Chairman, Wharton's Legal Studies and Business Ethics Department, 2000-2005
- Expert in Sports Business and Law. Also instructs courses on Negotiation and Dispute Resolution; Business Law; and, Diversity and the Law. In addition to duties in Philadelphia courses also taught at Wharton West in San Francisco and INSEAD outside of Paris, France

Director and Founder, Wharton Sports Business Initiative, 2004-present

- Sports business research center based at the Wharton School
 - \$5 million endowment

Director, Wharton-NFL/NFLPA Player Business Education Transition Program

- Developed and delivered the first program of its kind. Began in 2005

Consultant, NFL, 2012-present

- Advising on education and diversity issues

Consultant, Corporate Negotiation and Dispute Resolution Training

- Clients have included: IBM, UPS, Clorox, Fannie Mae, Bank of America, Merrill Lynch, Coldwell Banker and Mittal Steel

Director, Ross Initiative in Sports for Equality, RISE, 2015-present (acting CEO briefly in 2017)

Director, Moelis & Company, 2014-present

Director, United States Volleyball Association, 2011-present

Advisor, Sixers Innovation Lab, 2016-present

Author, Books and Numerous Articles on the Business of Sports and Law

Frequent media appearances commenting and analyzing sports business and legal issues

PAST

Special Counsel, Duane Morris LLP, 2012-2016

- Sports law practice including executive agreements, entrepreneurial consultation, league consultation, college conference advising and licensing agreements
- Head, Sports Law Group

Director and Organizer, Valley Green Bank, 2004-2015

- Involved in all aspects including developing, fundraising, opening and operations
- Chair of bank's audit committee

Board of Trustees, Women's Sports Foundation, 2006-2015

President, Sports Lawyers Association, 2005-2008

- Elected by the 1000 member U.S. based trade association

Arbitrator, NFLPA, 2008-2012

Expert Witness, on select occasions on sports corporate governance, valuation and stadium and arena related issues.

Advisory Board, Florida Coastal School of Law, 2005-2012

- One of three law school's held by Infilaw Systems. The lone for-profit legal education entity among America's then 189 law schools. The school's focus is on preparing individuals from underserved communities who are intent on being practice-ready to serve those communities.

Board of Directors, NutraCea, 2006-2011

Consultant, Philadelphia Sports Congress, Analysis of Potential Olympic Bid by Philadelphia, 2004

Consultant, Acquisition of AR Sports by Octagon (Interpublic Group), 2001

Lead Co-Chair, Mayor of Philadelphia's Stadium Site Selection Committee, 2000

Partner, Winslow & Shropshire, 1992-1993

- Co-founded sports agent partnership with Hall of Famer Kellen Winslow

Counsel, The Baseball Network, 1988-1990

- Counsel for the organization formed by then current and former players to address lack of employment of people of color in baseball
- Chaired by Frank Robinson

Private Consulting and Law Practice, 1984-1986

- General legal practice including sports.
- Consulting included partnership with Anita DeFrantz until she was named to IOC and to head the Amateur Athletic Foundation.

Executive, 1984 Los Angeles Olympic Organizing Committee, 1982-1984

- Part of team that negotiated sponsor and licensing agreements for the Games.
- Managed the Olympic boxing competition, including all aspects of the two week sporting event from accreditation, food and security to facility operation and competition direction.

Fellow, Broadcasting, Public Broadcasting Radio and Television Station, 1982

- Participated in a fellowship program at KVCR in San Bernardino, CA. Departed early for Olympic opportunity.

Associate, Manatt, Phelps, Rothenberg and Tunney 1980-1982

- Worked on sports, entertainment, real estate and corporate matters.

EDUCATION

- A.B., *Stanford University*, Economics, 1977
 - Football Scholarship, 4 years, (Center and Linebacker)
- J.D., *Columbia Law School*, 1980
 - Attended Stanford Law in third year as a non-matriculating student
 - Conducted research on the history of sports labor law with Professor William B. Gould, then future Chairman of NLRB

Member, California Bar, since 1982.

SELECTED PUBLICATIONS

Books

The Miseducation of the Student Athlete: Degrees over Money, Wharton Digital Press (forthcoming 2017).

Sport Matters: Leadership, Power and the Quest for Respect in Sports, Wharton Digital Press, 2015 (winner Axiom Business Book Award 2016).

Sports Law, Wolters Kluwer, 2012, 2015 2nd ed. (a casebook designed for undergraduates) co-authored with Matthew Milton, Timothy Davis, Barbara Osbourne and Rodney Smith.

The Business of Sports, Jones and Bartlett, 2004, 2010 2nd ed. (a collection of Sports business readings) edited with Scott Rosner.

Negotiate Like the Pros: A Top Sports Negotiator's Lessons for Making Deals, Building Relationships and Getting What You Want, McGraw Hill, 2009 (negotiation lessons from sports for business and life).

Being Sugar Ray: The Life of Sugar Ray Robinson, America's Greatest Boxer and the First Celebrity Athlete, Basic Books, 2007, (a biographical study of the boxer Sugar Ray Robinson. That life serves as a prism to view modern-day athletes and the business of sport).

The Business of Sports Agents, (2nd ed.) University of Pennsylvania Press, 2008, (a business, legal and social examination of the business of representing athletes).

Basketball Jones: America Above the Rim, New York University Press, 2000 (the legal, cultural and business conditions prompting the shift in commercial and social focus on the sport), edited with Professor Todd Boyd, University of Southern California School of Cinema and Television. Contributors include: Gerald Early, Charles Ogletree and Julianne Malveaux.

A Modern Sports Law Anthology, Carolina Academic Press, 1999 (a collection of the leading scholarly sports law articles, the first such volume in the field), edited with Timothy Davis and Alfred Mathewson.

In Black and White: Race and Sports in America, New York University Press, 1996. Winner of a 1996 "Outstanding Academic Book Award" (*Choice Magazine*). Winner of a 1997 "Gustavus Myers Center for the Study of Human Rights in North America" Outstanding Book Award.

The Sports Franchise Game: Cities in Pursuit of Sports Franchises, Events, Stadiums and Arenas, University of Pennsylvania Press, 1995. Nominee, *Financial Times/Booz*, Allen & Hamilton Global Business Book Award.

Agents of Opportunity: Sports Agents and Corruption in Collegiate Sports, University of Pennsylvania Press, 1990. Winner of a 1992 “Outstanding Academic Book Award” (*Choice Magazine*).

Selected Research Articles

“The Mis-education of the Student Athlete,” ASU Sports and Entertainment Law Journal (forthcoming 2017).

“Minorities in Contemporary Sports,” 15 Stanford Law and Policy Review, (2004).

“Deconstructing Sprewell,” University of Iowa, Journal of Gender, Race and Justice, (2001).

“Who Should Pay for New Sports Facilities?,” III Wharton Real Estate Review 2, 1-6 (1999).

“What Is Sports Law?,” 35 American Business Law Journal 2, 181-184 (1998).

“The Tarzan Syndrome: John Hoberman and His Problem with African-American Athletes and Intellectuals,” with Earl Smith, Journal of Sports and Social Issues, 103-112 Winter (1998).

“Colorblind Propositions: Race, the NCAA, and the SAT,” 8 Stanford Law and Policy Review, 141-157 (1997).

“Where Have You Gone, Jackie Robinson?: Integration in America in the 21st Century,” 38 South Texas College of Law Review 4, 1043-1055 (1997) (Sports, Law and Society Symposium issue).

“Merit, Ol’ Boy Networks and the Black-Bottomed Pyramid,” 47 Hastings Law Journal, 455-472 (1996).

“Sports Agents, Role Models and Race-Consciousness,” 6 Marquette Sports Law Journal, 267-285 (1996) (race and sports symposium issue).

“Diversity, Racism and Professional Sports Franchise Ownership: Change Must Come from Within,” 67 University of Colorado Law Review, 47-92 (1996).

“Private Race Consciousness,” 3 Detroit College of Law at Michigan State University Law Review, (1996) (civil rights symposium issue).

“Legislation For the Glory of Sport: Amateurism and Compensation,” 1 Seton Hall Journal of Sports Law, 7-27 (1991) (inaugural issue, lead article).

“Thoughts on International Sports Leagues and the Impact of U.S. Antitrust Laws,” 67, Denver University Law Review, 193-212 (1990) (Sports Law Symposium issue).

“Sports Bounty Hunters and Civil Liability,” Los Angeles Daily Journal Report, January 26, 1990, p. 2.

“Athlete Agent Regulation: Proposed Legislative Revisions and the Need for Reforms Beyond Legislation,” 8 Cardozo Arts and Entertainment Law Review, 85-112 (1989).

“Opportunistic Sports Franchise Relocations: Can Punitive Damages in Actions Based Upon Contract Strike A Balance?,” 22 Loyola of Los Angeles Law Review, 569-602 (1989).

“New Concepts of Contract Liabilities in College Sports: Member Institutions v. The National Collegiate Athletic Association,” 11 COMM/ENT, The Hastings Journal of Communications and Entertainment Law, 1-33 (1989).

Book Chapters

“Sports Agents and the Recruitment of Reggie Bush to the University of Southern California,” Shaun Harper and Jamel K. Donner eds., **Scandals in College Sports** (2017).

Foreword, Michael E. Lomax, ed., **Sports and the Racial Divide**, University of Mississippi Press, (2008).

“A Credit to Your Race,” Margaret Gatz, ed., **Youth, Race, Sports, Violence and Media**, SUNY Press, (2002).

“Not All Black Men Jump,” and “Deconstructing the NBA,” Todd Boyd and Kenneth L. Shropshire, eds., **Basketball Jones**, New York University Press, (2000).

“Compensation and the African-American Student Athlete,” Dana Brooks and Ronald Althouse, eds., **Racism in Collegiate Athletics: The African-American Athlete’s Experience**, F.I.T. Press, (1999).

General Press Publications

“Send Rucker to Counselor,” New York Daily News, January 2, 2000.

“Wrong Message in Rucker Return,” New York Daily News, March 5, 2000.

“Will Spree End Up Hero or a Goat?,” New York Daily News, June 6, 1999.

“Sports Facility Construction in the Coming Millennium: The Lawyer’s Role,” 16 Entertainment and Sports Lawyer 1 (1998).

“It Appears Race Is Part of HR Chase,” New York Daily News, September 20, 1998, p. 106.

- “The Best on the Greatest,” Pennsylvania Gazette, June 1998, p. 38.
- “Jackie Robinson’s Legacy,” Emerge Magazine, April 1997, p. 60.
- “Two Anniversaries, But Little to Celebrate,” Wharton Alumni Magazine, Winter 1997, p. 24.
- “Don’t Preach to the Choir,” New York Daily News, December 15, 1996, p. C31.
- “Minorities and the (Commercial) Message,” Philadelphia Inquirer, November 26, 1996, p. A16.
- “Philadelphia Needs a New Sports Stadium--It’s Either Pay Now or Pay Later,” Philadelphia Inquirer, September 30, 1996, p. A13.
- “College Athletes Deserve Pay,” USA Today, September 18, 1996, p. 15A.
- “Why Pick on Blacks in the NBA Draft?,” Los Angeles Times, July 11, 1996, p. 13B.
- “Front Office Diversity a Priority,” New York Daily News, June 30, 1996.
- “The Brave New World: Baseball in the Twenty-first Century,” 13 The Entertainment and Sports Lawyer 7 (1995).
- “Investment Advice for the NCAA,” Wharton Alumni Magazine, Spring 1990, p. 36.
- “So Would the City of Philadelphia,” Philadelphia Inquirer, February 16, 1990, p. 19A.
- “The Gamy State of College Sports,” Philadelphia Inquirer, November 5, 1989, p. 3F.
- “Proposition 42 Is Misguided,” The Sports Lawyer, Vol. VII, Winter 1989-1990, p. 5.
- “Professional Boxing Can Be Made Safer,” The Sports Lawyer, Vol. VII, 1988-89, p. 10.
- “Let’s Put Frank Robinson’s Hiring in Perspective,” Philadelphia Tribune, May 20, 1988, p. 7A.
- “Helping Executives through the Trials of Dealing with Lawyers,” Philadelphia Inquirer, November 5, 1987, p. 2F.
- “Professional Boxing Can Be Made Safer,” Philadelphia Inquirer, April 3, 1987.

OTHER PUBLISHING ACTIVITIES

Huffington Post
 Blogger (sports society, legal and business issues)

2012-present

Africana.com 2000-2001
Sports Columnist, "Fair Game"

The Licensing Journal, Aspen Publishing 2000-2001
Contributor

American Business Law Journal, Sports Law Issue (Winter 1998).
Special Editor

PERSONAL

Born in Los Angeles. Attended public schools in the city. Member of the Dorsey High School Hall of Fame.