

# cassie sadowitz

## EXPERIENCE

**JACKSONVILLE JAGUARS** • Jacksonville, FL | Nov. 2014 – Present

### General Counsel, Privacy Officer

- Serve as legal advisor to senior management and all levels on all key business transactions and legal matters. Actively support the strategic vision and execution necessary to enhance growth and revenue opportunities.
- Draft, review and negotiate corporate sponsor, promotional and talent, hospitality, broadcast and digital media production, licensing, consulting, contractor, concessions, construction and other business agreements.
- Ensure compliance with applicable international, federal, state and local laws and regulations with respect to PCI, privacy and security, telemarketing, data collection, labor and employment, anti-corruption and IP.
- Advise on and support Chief Legal Officer with respect to matters of corporate governance, real estate, M&A and other initiatives in conjunction with the Jaguars' continued participation in the NFL International Game Series, Jacksonville Jaguars Foundation, Bold Events, TruMedia Networks, Fulham Football Club, and other affiliates.
- Draft and develop key corporate policies and procedures relating to employment, IP, HIPAA, anti-corruption, contract management and other areas of the business.
- Participate in special projects with respect to \$90 million public-private stadium improvement initiative including club improvements and construction of an amphitheater and covered flex football field.
- Assist with establishing Bold Events, LLC and partnering with Live Nation to manage and operate all concerts and events at the amphitheater and entertainment space at the Jacksonville sports complex.
- Manage IP matters, including licensing and enforcement of domestic and international trademark portfolio for the Jaguars and Bold Events.
- Advise across appropriate functions within the organization to oversee and facilitate special projects and trainings, accountability, and help with resource management in accordance with clear objectives, strategies and adjustments until completion.
- Establish criteria for project allocation and set a tone of a positive, collaborative and goal-oriented culture.
- Serve as member of NFL Club Counsel Committee to assist with planning of club counsel league meetings.

**SPYSIE TECH** formerly Blink Promotions • Jacksonville Beach, FL | Sept. 2004 – Present

### Co-Founder & CEO

- Draft and negotiate transactions for web and app development, programming, SEO and consulting services, intellectual property licenses, corporate policies, and contractor agreements.
- Participate in formulating the analytical framework and metrics to make astute business decisions and developing internal processes for efficiencies.
- Serve as project lead to establish key marketing strategies and corporate identity packages for clients in a variety of industries including: law, tech, finance, sports/entertainment, government, non-profit, and education.
- Design and manage creative deliverables and collateral.
- Assist with domain investors' portfolio management and monetization strategies relating to branding, paid search, affiliate marketing, ad campaigns, e-commerce and SEO.
- Oversee all HR and finance functions, including recruitment, payroll and benefits, interns, and training.

**TAMPA BAY BUCCANEERS** • Tampa, FL | Mar. 2013 – Nov. 2014

### Associate Counsel, Privacy Officer

- Develop and implement a centralized internal protocol for the contract life cycle and spearhead an organization-wide contract automation project, improving efficiency at all levels of the organization.
- Draft and negotiate IP licenses and agreements for digital, advertising, trades, hospitality, sweepstakes and promotions rules, NDAs, waivers and releases, and other vendor agreements.
- Draft and negotiate sponsorship, signage, stadium advertising, radio and television broadcast agreements, develop standardized legal verbiage for an inventory of 300+ assets.
- Advise on and conduct evaluations and league surveys of stadium and training facility capital improvements, concession and suite renovations, relocation of seats and stadium signage, technology and on-field upgrades.
- Assist outside counsel with wage/hour class action and TCPA litigation, draft interactive exhibits, e-discovery systems and processes, and executive summaries for pending litigation and grievances.

- Draft and review HR policies, employment documents including offer and termination letters, severance agreements, commission and bonus plans, and independent contractor agreements.
- Revise internal policies and oversee daily compliance with local, state and federal laws and league policies and regulations.
- Review, assist with and defend FL and CA workers comp claims of former employees and players.
- Develop and manage a new season-long paid internship program; assist with all aspects from inception and recruitment to logistics and implementation.

**LOS ANGELES ANGELS OF ANAHEIM** • Anaheim, CA | May 2012 – Aug. 2012

**Intern, Legal & Risk Management**

- Drafted employment policies and correspondence for workers comp, tender claims, notices of breach and demands, OSHA responses, RFPs, and position statements for ADA litigation.
- Supported litigation by creating an e-discovery redacting system for wage and hour class action.
- Reviewed, drafted and amended vendor contracts, sponsorship agreements, leases, insurance claims correspondence, sweepstakes and contests rules, enforcement for IP and counterfeit ticketing.

**LICENSES**

Member in good standing of the Florida Bar, #106173  
Admitted to the United States District Court, Middle District of Florida

**EDUCATION**

**CALIFORNIA WESTERN SCHOOL OF LAW** | San Diego, CA

**Juris Doctor, Dec. 2012**

Deans List • Student Bar Association • Business Law Society • Westlaw Student Representative

**RUTGERS UNIVERSITY** | New Brunswick, NJ

**BA, summa cum laude, Journalism & History/Political Science, May 2009**

Deans List • Delta Epsilon Iota National Honor Society • National Society of Collegiate Scholars • Rhodes Scholarship Nomination • Academic Excellence Award • Maimonides Fellowship • President, Kappa Tau Alpha National Honor Society

**PROFICIENCY**

PLC, Westlaw, WestlawNext, LexisNexis, LexisAdvance • Microsoft Office • Adobe Creative Suite  
HTML, CSS, PHP, MySQL • Wordpress • Content Management Systems • E-Discovery

**PROFESSIONAL**

2016 • Legal Department of the Year – Rising Star, Daily Business Review  
2016 • Panelist, *Allstar Panel of In-House Counsel*, Union Internationale des Avocats Latest Trends in Sports Law in Europe & the United States (Miami)  
2016 • Panelist, *Working In House*, UF Law School Sports & Entertainment Symposium (Gainesville)  
2015 • Panelist, *Playing in Big Data Leagues: Data Mining, Privacy & Compliance*, ACC Annual Meeting (Boston)  
2015 • Panelist, *IP Issues in the Sports World*, Cozen O'Conner Brewer Sports Symposium (Miami)  
2015 • Cover feature, *Alumni Helping Alumni* feature in Res Ipsa Magazine, California Western School of Law  
2013-Present • Social Media Committee, Sports & Entertainment National Committee, Assoc. of Corp. Counsel  
2012-Present • Member, Sports Lawyers Association  
2007 & 2009 • Intern, FoxNews.com and The O'Reilly Factor, Fox News Channel  
2008 • TV Production Intern, CNN/Turner Broadcasting

**COMMUNITY**

2016-Present • Senior Leader/Volunteer and Consultant, YMCA Blue Ridge Leaders School (Asheville and Tampa)  
2015-Present • Mentor (Sports and Corporate Law), CWSL Mentor Program  
2015 • Speaker and High School Mentor, GenWOW Annual Conference  
2012 • Organizer, Second Annual BLS Charity Auction to Benefit SD Unified School District  
2012 • Volunteer, San Diego Business of Health Law Conference  
2011 • Volunteer, Business of Social Media Sports/Entertainment Law Conference

**PERSONAL**

Sports • Guitar • Technology • Traveling

**SOCIAL**

[Twitter](#) • [LinkedIn](#) • [Instagram](#)