

---

## ANDREW BRANDT

1346 Hearthstone Lane  
Gladwyne, PA 19035  
Ph: 215-817-2326  
andrewbrandt2@gmail.com

---

- EXPERIENCE: ESPN** 2011 - Present  
Position: NFL Business Analyst  
Responsibilities:
- Analysis of NFL business, legal and labor issues on multiple television and radio programs including "SportsCenter" "Outside the Lines" and "NFL Live"
  - Front office and agent perspective on inner workings of NFL
  - Insights into operations of NFL league offices and team operations
  - Analysis of labor issues in other professional sports leagues, including Major League Baseball, NBA and NHL
- Sports Illustrated** 2013 - Present  
Position: Columnist  
Responsibilities:
- Weekly column for new football-centric web site headlined by Peter King (TheMMQB.com)
  - Contributions to *Sports Illustrated* magazine on varied issues in sports
  - Front office and agent perspective on inner workings of NFL
  - Contributions to SI.com regarding issues in sports business and law
  - Analysis of player-management relations in all sports for all platforms
- Villanova University Law School** 2012 - Present  
Position: Director, Moorad Center for Sports Law  
Responsibilities:
- Creating and directing destination Center in Sports Law funded by Jeffrey Moorad
  - Modifying existing curricula and add further courses towards a certificate in Sports Law
  - Organizing annual Symposium in topical issue in sports law
  - Developing online, for-profit course allowing non-students to receive a certificate
  - Delivering regular presentations to students and faculty on sports news and issues
  - Hosting speaker series with sports attorneys and practitioners
  - Created an Advisory Board with sports industry leaders
  - Created destination web site for the Center
- Wharton School of Business/University of Pennsylvania** 2008 - Present  
Position: Part-time Lecturer  
Responsibilities:
- Taught undergraduate and graduate students courses in sports business, sports law and negotiations
  - Recipient of *Whitney Award for Distinguished Undergraduate Teaching* in 2010
  - Hosted "*The State of the Business of Sports*" at annual Wharton events
  - Moderator and panelist at seminars throughout Wharton and Penn Law School
  - Advisor/mentor to students interested in sports careers
- National Football Post** 2008 - 2012  
Position: Co-Founder  
Responsibilities:
- Founder of unique site on the business of the NFL
  - Regular contributor on business and legal aspects of the NFL
  - Regular contributor on sports business and collective bargaining to *Forbes Online*, the *Sports Business Journal*, and the *Huffington Post*
- Philadelphia Eagles** 2009  
Position: Consultant

Responsibilities:

- Negotiated player contracts for club's players and prospective free agents
- Managed NFL Salary Cap for flexibility and continued success
- Prepared strategies in preparation for 2010 season without NFL Salary Cap
- Advised and strategized on collective bargaining and negotiations on a new Collective Bargaining Agreement between the NFL and the NFL Players Association
- Trained and educated club personnel on negotiation of player contracts, managing of the NFL Salary Cap and the Collective Bargaining Agreement

**Green Bay Packers**

1999 - 2008

Position: Vice President of Player Finance/General Counsel

Responsibilities:

- Negotiated, managed and made budget for combined \$1 Billion plus of player costs
- Managed annual player finance ranging from \$100 million to \$150 million per season
- Provided Salary Cap flexibility for the continued ability to field highly-competitive football teams as one of most successful NFL franchises in the decade
- Nine-year presence during a successful period for the Packers through three different general managers and three different head coaches
- Presented budget and player cost reports to Executive Committee on a regular basis, to Board of Directors quarterly and to shareholders annually
- Recognized – by peers, *ESPN*, *Sports Illustrated*, etc. – as one of top Salary Cap managers in National Football League
- Maintained positive and productive relationships with player agents and National Football League Players Association
- Developed innovative "War Room" for financial analysis of all NFL players
- Chief Liaison from Packers with NFL Management Council
- Chief Liaison from Packers with NFL Players Association; requested as speaker for NFLPA Annual Seminar at NFL Combine in Indianapolis
- Represented Packers in player grievances, arbitrations and worker's compensation
- Represented Packers throughout Wisconsin through numerous speaking engagements, charity events, boards, task forces, etc.
- Recruited, developed and managed staff including Vice President of Administration and Salary Cap Analyst

**Bob Woolf Associates**

1996 - 1999

Position: Vice President of Football

Responsibilities:

- Supervised, managed and grew football department for national sports management and marketing organization
- Grew football departmental revenues tenfold in two years
- Led team of people in successful recruitment and signing of Heisman Trophy winning player (Ricky Williams)
- Led team of people in successful recruitment of future Hall of Fame player (Adam Vinatieri)
- Recruited, signed and represented other NFL players, including Matt Hasselbeck
- Developed and implemented marketing plans for Williams, Vinatieri, Hasselbeck, Doug Flutie, etc.

**University of Illinois/George Washington University/American University**

Position: Assistant/Adjunct Professor

1992 - 1996

Responsibilities:

- Created, managed and taught in sports management degree programs
- Lectured in courses in sports law, sports marketing, sports business and negotiations

**WTEM Sports Radio**

1992 - 1995

Position: Host, "The Business of Sports"

Responsibilities:

- Developed and hosted nationally-syndicated weekly sports radio program focusing on topical issues in sports, primarily discussing the NFL

- Attracted and interviewed guests with national prominence in sports business including player agents, NFL team and league executives and NFL Players Association officials

**Barcelona Dragons**, World League of American Football 1991 - 1992

Position: General Manager

Responsibilities:

- Recruited and hired most successful head coach in NFL Europe (Jack Bicknell)
- Recruited and hired operational staff in two countries
- Spent 90 days in Dallas at World League offices working directly with Tex Schramm and Joe Bailey preparing for inaugural season
- Scouted and drafted 80 players; pared roster to 40
- Reached inaugural championship game -- World Bowl I – against the London Monarchs
- Secured housing, food, transportation, Spanish lessons, etc. for entire staff and players
- Managed all aspects of organization – football operations, marketing, administration, budgeting, etc -- in introducing the NFL to Spain
- Represented team in community

**ProServ** 1985 - 1991

Position: Director of Team Sports

Responsibilities:

- Represented NFL and NBA players for national sports management and marketing organization
- Worked directly with David Falk in representation and marketing of elite basketball clientele including Michael Jordan, Patrick Ewing, Alonzo Mourning and Danny Ferry
- Developed and grew representation of NFL players from to million dollar business
- Represented and marketed NFL clients such as Boomer Esiason, James Lofton, and Chris Doleman

**National Football League Players Association** 1984 - 1985

Position: Legal Intern

Responsibilities:

- Worked with Legal Department in research for grievance and arbitration cases
- Assisted staff members including Richard Berthelsen, Buckley Briggs, Tom De Paso, Tim English and Clark Gaines

**EDUCATION: Georgetown University Law Center, J.D.** 1985

- Graduated Cum Laude
- Emphasis in Labor Relations Law

**Stanford University, B.A.** 1982

- Majored in American Studies
- Graduated With Distinction
- "Tournament Team" tennis player
- Sports Director at KZSU; broadcaster for Stanford football, basketball and baseball
- Public address announcer at Maples Arena for Stanford men's and women's basketball
- Big Brother at East Palo Alto Recreation Center

**OTHER:** Recognized as one of most influential voices in NFL media

"Top 100 sports personalities on Twitter," *Time, Inc.* 2011, 2012, 2013

Present Twitter followers: 200,000

Recipient of Distinguished Alumni Award from Georgetown University Law School, 2014

Speaking engagements at universities including: Stanford, Harvard, Columbia, New York University, University of Pennsylvania, University of Virginia, UCLA, University of Miami,

University of Texas, Arizona State University, Pepperdine, University of South Florida, Temple, Drexel, Rutgers, Georgetown, George Washington, American, Villanova.

Presenter to football and basketball student-athletes at Stanford, Texas A&M, Delaware, Villanova

Presenter at United Nations Concussion Summit, Super Bowl weeks: 2014, 2015

Presenter, Ivy Sports Symposium, 2011, 2012, 2013

Presenter, St. Norbert's College CEO Speaker Series, "*The Business of Football*", October 2011

Presenter, ABA Forum on Sports Law, 2009, 2011, 2012

Presenter, NFL Labor Seminar, "*What Agents Look for in Negotiating an NFL Contract*", December, 2006

Presenter, Stanford Graduate School of Business program for NFL Managers, "*Salary Cap and Negotiations*", June, 2005 and June, 2006

Columnist for *Street & Smith's Sports Business Journal*, 1997-1998

Member of the American Bar Association

Member of Board of Advisors, National Sports Law Institute

Member of the Sports Lawyers Association

Member of Board of Directors, St. Mary's Hospital and of *My Brother's Keeper*, a mentoring program for young at-risk males

Co-founder of Wisconsin International School, opened fall of 2008

**PERSONAL:** Participates in running races, duathlons and triathlons. Plays jazz piano. Fluent in Spanish. Wife, Lisa, and two sons. Lives outside of Philadelphia.