

**David Orozco, J.D.**  
Florida State University  
College of Business  
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## Education

Northwestern University Pritzker School of Law <i>Juris Doctor</i>	Chicago, IL May 2004
New York University Stern School of Business <i>Bachelor of Science in Economics</i>	New York, NY September 1999

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## Academic Appointments

Florida State University, College of Business Department of Risk Management/Insurance, Real Estate & Legal Studies <i>Bank of America Professor of Business Administration</i> <i>Bank of America Associate Professor of Business Administration</i> <i>Associate Professor of Legal Studies</i> <i>Dean's Emerging Scholar</i> <i>MBA Program Director</i>	Tallahassee, FL August 2021–present October 2020–present August 2014–October 2020 August 2014–August 2017 August 2013–August 2015
<ul style="list-style-type: none"><li>• Coordinated the full-time, part-time, and online MBA programs</li><li>• Successfully completed a Quality Enhancement Review (QER) process</li><li>• Oversaw increased enrollment and diversity across full-time, part-time and online MBA programs</li><li>• Implemented significant updates to the curriculum including the addition of five specialized concentrations</li></ul>	
<i>Assistant Professor of Legal Studies</i>	August 2010–July 2014
Michigan Technological University School of Business and Economics <i>Assistant Professor of Business Law</i>	Houghton, MI August 2007–August 2010
Northwestern University Kellogg School of Management Center for Research in Technology & Innovation (CRTI) <i>Research Fellow</i> <i>Research Assistant</i>	Evanston, IL August 2004–August 2007 May 2004–August 2004

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## Visiting Appointments

Northwestern University Pritzker School Law Master of Science in Law (MSL) Program <i>Adjunct Law Professor</i>	Chicago, IL June 2018–August 2018 June 2017–August 2017 June 2016–August 2016
Northwestern University Kellogg School of Management Center for Research in Technology & Innovation <i>Visiting Summer Research Fellow</i>	Evanston, IL June 2014–August 2014 June 2009–August 2009 May 2008–August 2008

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## Professional Affiliations

SettleShark, LLC <i>Co-founder of a consumer law technology company</i>	Tallahassee, FL August 2019–present
Law and Management Research Network <i>Scientific Board Member</i>	Luxembourg February 2022–present

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## Research

### Textbook:

- Melvin, S., Orozco, D. & Guerra-Pujol, E., BUSINESS LAW AND STRATEGY 2E (McGraw Hill 2023)
  - The first edition was adopted at nearly forty colleges and universities.

### Journal Publications:

- Orozco, D. “The Learning Cycle: A Process-Based Approach to Legal Studies Education”, 38(2) *The Journal of Legal Studies in Education* (Summer 2022).
- Orozco, D. “Strategically Astute Contracting: The Ticketmaster Case Study”, *Business Horizons*, (2021)
- Orozco, D., “Compliance by Fire Alarm: Regulatory Oversight Through Information Feedback Loops”, 46(1) *The Journal of Corporation Law* (2021)
- Orozco D., “A Systems Theory of Compliance Law”, 22(2) *University of Pennsylvania Journal of Business Law* (2020; Lead article)

- Orozco, D., “Assessing the Efficacy of the Bayh-Dole Act Through the Lens of University Technology Transfer Offices (TTOs)”, 21(1) *North Carolina Journal of Law and Technology* (October 2019)
- Orozco D., “The Evolution of an Interdisciplinary Course: Intellectual Property and Business Strategy”, 19(2) *Technology and Innovation – Journal of the National Academy of Inventors* (2017)
- Orozco D., “Strategic Legal Bullying” 13(1) *NYU Journal of Law & Business* (Fall 2016)
- Orozco, D., “The Use of Legal Crowdsourcing (“Lawsourcing”) to Achieve Legal, Regulatory and Policy Objectives” 53(1) *American Business Law Journal* (Spring 2016)
- Orozco, D., “Using Social Media in Business Disputes, 57 *MIT Sloan Management Review* (Winter 2015)
- Jason M. Gordon and Orozco, D., “Trust and Control: The Value Effect of Venture Capital Term Sheet Provisions as Risk Allocation Tools”, 4 *University of Michigan Business & Entrepreneurial Law Review* (2015)
- Bird, R. and Orozco D., “Finding the Right Corporate Legal Strategy” 56 *MIT Sloan Management Review* (Fall 2014)
- Orozco D., “The Knowledge Police” 43 *Hofstra Law Review* (Winter 2014)
- Orozco, D., & Poonamallee, L., “The Role of Ethics in the Commercialization of Indigenous Knowledge”, *Journal of Business Ethics* (2013)
- Orozco, D., “Amending the Economic Espionage Act to Require the Disclosure of National Security-Related Technology Thefts”, 62 *Catholic University Law Review* (2013; Lead article)
- Orozco, D., “Administrative Patent Levers in the Software, Biotechnology and Clean Technology Industries”, 9 *Journal of Law, Economics and Policy* (2013).
- Orozco, D., “Administrative Patent Levers”, 117 *Penn State Law Review* (2012; Lead article)
- Bishara, N.D. & Orozco, D., “Using the Resource-Based Theory to Assess Covenant not to Compete Legitimacy”, 87 *Indiana Law Journal* (2012)
  - Reprinted in Karen B. Tripp (ed.) *INTELLECTUAL PROPERTY LAW REVIEW* (2013) (an annual anthology of the best intellectual property law review articles)
- Orozco, D., & Conley, J.G., “Friends of the Court: Using Amicus Briefs to Identify Corporate Advocacy Positions in Supreme Court Patent Litigation”, 2011 *The University of Illinois Journal of Law, Technology & Policy*, No.1 (2011)

- Orozco, D., “Legal Knowledge as an Intellectual Property Management Resource”, *47 American Business Law Journal*, No. 4 (Winter 2010)
  - Reprinted in H. Bouthinon-Dumas et al. (eds.) *COMMUNICATION JURIDIQUE ET JUDICIAIRE* (2015): Larcier Press, Belgium
- Orozco, D., "Rational Design Rights Ignorance", *46 American Business Law Journal*, No. 4 (Winter 2009)
- Mishra, S., Krasnikov, A., & Orozco, D., "Evaluating The Financial Impact of Branding Using Trademarks: A Framework and Empirical Evidence", *73 (6) The Journal of Marketing* (2009)
- Orozco, D., “Will India and China Profit from Technological Innovation?”, *5 Northwestern Journal of Technology and Intellectual Property*, No. 3 (2007)

#### **Proceedings:**

- Orozco, D., “Administrative Patent Levers”, Proceedings of the Annual Academy of Legal Studies in Business Annual Conference (2011)
- Orozco, D., “Evaluating the Evidence used to Prove Secondary Meaning in Trademark Law”, Proceedings of the American Marketing Association’s Summer Educator’s Conference (2010)
- Orozco, D., “Legal Knowledge as a Managerial Resource”, Proceedings of the Midwest Academy of Legal Studies in Business (MALSB) Annual Conference (2009)

#### **Working Papers:**

- Orozco, D., “Intellectual Property and CSR”
- Orozco, D., “A Case Study on the Strategic Use of Contracts and Law-Enabled Business Models to Preserve Schumpeterian Rents”
- Orozco D., “Contracting Compliance”

#### **Book Chapters:**

- Orozco, D. “The Use of Contracts for Strategic Knowledge and Intellectual Property Management” in Alexandre Quiquerez (ed.) *STRATÉGIES INTERNATIONALES ET PROPRIÉTÉ INTELLECTUELLE*: Larcier (2019)
- Orozco, D., “Patent grant-back clauses in international license agreements: a survey and ethical analysis”, in Lynda Oswald and Marisa Pagnattaro (eds.) *MANAGING THE LEGAL NEXUS BETWEEN INTELLECTUAL PROPERTY AND EMPLOYEES: DOMESTIC AND GLOBAL CONTEXTS*: Edward Elgar (2015)

- Orozco, D., McGarry, K., Pierre-Louis, N., “The Human Rights-Related Aspects of Indigenous Knowledge in the Context of U.S. Equitable Contract Doctrine” in Robert Bird, Dan Cahoy and Jamie Prenkert (eds.) BRIDGING THE GAP BETWEEN BUSINESS AND HUMAN RIGHTS: Edward Elgar (2014)
- Orozco, D., “Administrative Patent Levers in the Software, Biotechnology and Clean Technology Industries” in Lynda Oswald and Dan Cahoy (eds.) THE CHANGING FACE OF AMERICAN PATENT LAW AND ITS IMPACT ON BUSINESS STRATEGY: Edward Elgar (2013)
- Flignor, P., & Orozco, D., “Intellectual Property Valuation—A Multidisciplinary Perspective”, World Intellectual Property Organization, reprinted in Pankaj, Madani (ed.), INTANGIBLE ASSETS: MEASUREMENT AND ACCOUNTING PRACTICES: Icfai Press (2008)

#### **Book Review:**

- Orozco, D., “Review of Victor P. Goldberg’s Rethinking Contract Law and Contract Design”, 2 *Journal of Strategic Contracting and Negotiation* (2016)

#### **Trade Press:**

- Orozco., D., & Conley, J.G., "Shape of Things to Come", *The Wall Street Journal – Business Insight* (in collaboration with the *MIT Sloan Management Review*), May 12, 2008.
- Orozco, D., & Conley, J.G., “The Longer Walk After eBay vs. MercExchange”, *Les Nouvelles – Journal of the Licensing Executives Society* (2007)

#### **Teaching Materials:**

- Conley, J.G., & Orozco, D., “Innovation & Invention – A Patent Guide for Inventors and Managers”, Harvard Business School Case, KEL 104 (2007)
- Conley, J.G., & Orozco, D., “Intellectual Property – The Ground Rules”, Harvard Business School Case, KEL 140 (2005)

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### **Research Interests**

- Law, strategy, and ethics
- Relational contracting
- Compliance and corporate governance
- Intellectual property

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## Teaching

- BUL 5810 – MBA, Managers and the Legal Environment
- RMI 5935 – Intellectual Property & Business Strategy (cross-listed with FSU School of Law)
- INT PROP 970 – IP and Business Strategy (Northwestern University School of Law)
- BUL 4651 – Regulation and Compliance
- BUL 3351 – UCC and Law for Accountancy
- BUL 3310 – HONORS, The Legal and Ethical Environment of Business for Managers
- BUL 3310 – The Legal and Ethical Environment of Business for Managers
- BUL 3330 – Law for Accountancy

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## Teaching Interests

- Ethics
- Contracts
- Strategy
- Intellectual property
- Regulation and compliance
- Entrepreneurship and technology commercialization

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## Awards and Grants

- Selected as one of three 2022-2023 faculty fellows to work with the Florida State University Vice-President of Research to promote interdisciplinary research.
- Invited to the 20<sup>th</sup> Annual Huber Hurst Research in Business Law and Legal Studies Seminar at The University of Florida Warrington College of Business (2020)
- Research sabbatical for the 2018 fall term
- Best Paper Award, Western Academy of Legal Studies (WALSB) 2018
- Thomas Edison Innovation Research Fellowship awarded by George Mason University Scalia School of Law's Center for the Protection of Intellectual Property (CPIP) 2017 –

2018 (by invitation)

- Florida State University College of Business Graduate Teaching Award, 2016
- Nominated to receive the Florida State University Graduate Teaching Award, 2015
- Florida State University College of Business Dean's Emerging Scholar Award, 2014
- Florida State University's Guardian of the Flame Award, 2014
- Leonardo da Vinci Research Fellowship awarded by George Mason University School of Law's Center for the Protection of Intellectual Property (CPIP), 2013
- Finalist for the 2011 Academy of Legal Studies in Business Holmes-Cardozo legal studies research award
- Awarded a First Year Assistant Professor summer research grant of \$17,000 by Florida State University (2011).
- Selected to present research at the first annual *American Business Law Journal* Invited Scholars Colloquium (2010)
- Co-Principal Investigator, "Ethics Education 2.0", National Science Foundation grant NSF 08-530 for Intellectual Property Ethics Education in Science and Engineering (EASE), \$321,821 fully awarded May 27, 2009.
- Inducted into Michigan Technological University's Academy of Teaching Excellence (2008)
- Invited to the 12<sup>th</sup> Annual Huber Hurst Research in Business Law and Legal Studies Seminar at The University of Florida Warrington College of Business (2008)
- Awarded Research Grant No. 4-1468 of \$5,000 to complete the study: Evaluating The Financial Impact of Branding, by the Marketing Science Institute (MSI) and Emory Brand Institute (2008)

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## Speeches, Presentations, Workshops and Panels

### Speeches:

- Invited to give the keynote speech at the 1st International Congress on Legal Strategy (CIEL), Santo Domingo, Dominican Republic (2017)

### Research Presentations:

- "The Legal Learning Cycle: A Process-Based Approach to Legal Studies Education", Mid-Atlantic Academy of Legal Studies in Business (MAALSB), March 19, 2021.

- “The Legal Learning Cycle: A Process-Based Approach to Legal Studies Education”, Midwest Academy of Legal Studies in Business (MALSb), March 25, 2021.
- “The Legal Learning Cycle: A Process-Based Approach to Legal Studies Education”, Pacific Northwest Academy of Legal Studies in Business (PNALSb), April 16, 2021.
- “Information Feedback Loops in Compliance”, 20<sup>th</sup> Annual Huber Hurst Research in Business Law and Legal Studies Seminar at The University of Florida Warrington College of Business (2020)
- “The Compliance System”, Southeastern Academy of Legal Studies in Business (SEALSb), Montgomery, AL 2019
- “The Compliance System”, Academy of Legal Studies in Business Annual Conference, Montreal Canada, 2019
- “Toward the Disambiguation of Compliance and Compliance Law”, Western Academy of Legal Studies in Business (WALSb), Monterey, CA 2019
- “Corporate Legal Strategy: At the Frontier of Research and Practice”, Faculty Research Presentation, Toulouse Business School, Toulouse, France, October 2018
- “University Technology Transfer Success Factors and the Role of Serendipity as Viewed Through the Lens of the Taxol Case Study”, Academy of Legal Studies in Business Annual Conference, Savannah, GA 2017
- “Ticketmaster, Inc.: A Case Study on the Strategic Use of Contracts and Law-Enabled Business Models to Preserve Schumpeterian Rents”, Academy of Legal Studies in Business Annual Conference, San Juan Puerto Rico, 2016
- “Strategic Legal Bullying”, Southeastern Academy of Legal Studies in Business (SEALSb), Atlanta, GA 2015
- “The Use of Legal Crowdsourcing (“Lawsourcing”) to Achieve Legal, Regulatory and Policy Objectives”, Academy of Legal Studies in Business Annual Conference, Philadelphia, PA 2015
- “Intellectual Property and Legal Strategy”, Research Opportunities at the Nexus of Pharmaceutical Marketing Data and IP Data, Center for Research in Technology & Innovation, Kellogg School of Management, Evanston, IL July, 2015
- “Strategic Legal Bullying: Benefits, Costs and Defensive Techniques” Symposium on the Preventive and Positive Roles of Law, U. of Michigan Ross School of Business, Ann Arbor, MI June, 2015



- “Trust and Control: The Value Effect of Venture Capital Term Sheets, MBAA International Conference, Chicago, March 2015
- “Patent Grant-back Clauses in International License Agreements: A Survey and Ethical Analysis”, Academy of Legal Studies in Business Annual Conference, Seattle, 2014
- Trust & Control: The Value Effect of Venture Capital Terms Sheet Provisions as Risk Allocation Tools, Southeastern Academy of Legal Studies in Business (SEALSB), Savannah, 2014
- “The Human Rights-Related Aspects of Indigenous Knowledge in the Context of U.S. Equitable Contract Doctrine”, Bridging the Gap between Business and Human Rights Conference, University of Connecticut, May 2013
- “Amending the Economic Espionage Act to Require the Disclosure of National Security-Related Technology Thefts”, Academy of Legal Studies in Business Annual Conference, Kansas City 2013
- “Administrative Patent Levers”, International Society for New Institutional Economics Conference, Los Angeles 2012
- “Administrative Patent Levers in the Software, Biotechnology and Clean Technology Industries”, The Changing Face of American Patent Law and its Impact Business Strategy, Ross School of Business Colloquium, Ann Arbor 2012
- “The Impact of Trademark Ownership and Management among Firms in the Insurance Sector”, 45<sup>th</sup> Annual Southern Risk & Insurance Association Meeting, New Orleans 2011
- “Administrative Patent Levers”, Academy of Legal Studies in Business Annual Conference, New Orleans 2011
- “Evaluating the Evidence used to Prove Secondary Meaning in Trademark Law”, Southeastern Academy of Legal Studies in Business (SEALSB), Charleston, 2010; American Marketing Association, Boston 2010
- “Is Indigenous Knowledge Property?”, The Academy of Management Annual Summer Conference, Montreal, 2010
- “Using the Resource-Based View to Assess the Legitimacy of Covenants not to Compete”, Academy of Legal Studies in Business Annual Conference, Richmond 2010
- “Legal Knowledge as a Managerial Resource”, Midwest Academy of Legal Studies in Business, Chicago 2010
- "Patent Regulation Stakeholders", IP Scholars Conference, Benjamin N. Cardozo School of Law, Yeshiva University, New York, 2009

- Munich Intellectual Property Law Center, Distinguished Lecture Series, 2009
- “Measuring and Understanding the Strategic Impact of Brand and Customer Equity,” American Marketing Association Winter Educators’ Conference, Tampa, FL, 2009 (special session)
- “Evaluating the Financial Impact of Branding Using Trademarks: A Framework and Empirical Evidence,” Marketing Strategy Meets Wall Street Conference, MSI and Emory University, Atlanta 2009
- "Innovation Policy and Friends of the Court: Intellectual Property Advocacy before the U.S. Supreme Court", Research Symposium on Property Rights and Innovation, Searle Center on Law, Regulation and Economic Growth, Northwestern University School of Law, Chicago, November 2008
- "Rational Firm Behavior and Sub-Optimal Design Rights", Annual Conference of the Academy of Legal Studies in Business, 2008
- "Apple's Trademark Management", The Whitman School of Management faculty workshop, Syracuse University 2008
- "Intangible Assets and Public Disclosures: A Study of Information Available to Investors", Annual Conference of the Academy of Legal Studies in Business , Indianapolis 2007

#### **Facilitated United Nations Workshops:**

- Regional Seminar on the Use of Intellectual Property (IP) to Enhance Export Opportunities, World Intellectual Property Organization (United Nations) Kingston, Jamaica Nov. 12-14, 2019
- Sub-Regional Workshop on Intellectual Property as an Export Strategy of Small and Medium-sized Enterprises (SMEs), World Intellectual Property Organization (United Nations) San Jose, Costa Rica, Nov. 21-22, 2018
- Intellectual Property Management Training Workshop, World Intellectual Property Organization (United Nations) in cooperation with Argentina’s IP Office, Buenos Aires, Argentina, August 25-28, 2015
- Sub-Regional Workshop on Branding and the Use of Geographical Indications in the Development of Management Strategies for Origin-Linked Products, World Intellectual Property Organization (United Nations) in cooperation with Jamaican IP Office, Kingston, Jamaica, July 21-22, 2015
- Intellectual Property as a Tool for the Growth and Development of Small and Medium Sized Enterprises (SMEs), World Intellectual Property Organization (United Nations), in cooperation with the Ministry of Legal Affairs, Georgetown, Guyana, July 11-12, 2014

## Panels:

- Strategic Management of Legal Risks, 1st International Congress on Legal Strategy (CIEL), Santo Domingo, Dominican Republic (2017)
- Law and Strategy: at the Frontier of Teaching and Research Perspectives, Academy of Legal Studies in Business Annual Conference, Philadelphia, 2015
- Law and Strategy, MBAA International Conference, Chicago, March 2015
- Panelist, FSU Office of Research “Stacking Layers” 3D Printing Symposium, February 25, 2014
- Invited discussant to the Fourteenth Huber Hurst Research Seminar in Legal Studies, Business Law and Ethics, February 3-4, 2012 at the University of Florida, Gainesville, FL
- “Law and Strategy”, Academy of Legal Studies in Business Annual Conference, New Orleans, 2011
- Invited discussant at the Searle Civil Justice Institute’s Public Policy Roundtable on “Litigation vs. Regulation: A Model of Economic Efficiency or Economic Headwind?” Washington D.C., November 18-19, 2010
- “The Business Aspects of Academic Publishing”, Presentation for Open Access Week at Florida State University Libraries, October, 2010/ 2011
- "Intellectual Property for Entrepreneurs", Q&A Session, SmartZone Business Incubator, Houghton, MI, March 24, 2009
- "The Shape of Things to Come; Non-Traditional Trademarks, from the iPod to the Chippendale’s Dancers", The Van Evera Distinguished Lecture Series on Intellectual Property Controversies, Michigan Technological University, January 23–24, 2009
- International Conference on Intellectual Property Management Education and Research, World Intellectual Property Organization (WIPO, United Nations) Worldwide Academy, Geneva Switzerland, July 2008
- “Technological Drivers of BRIC Economies: Public vs. Private Sector Control”, invited presentation, Second Annual Symposium of the *Northwestern Journal of Intellectual Property*, April 2007
- “Using Patents to Teach Engineers Innovation & Invention ”, Engineering Enterprise through Intellectual Property Rights Conference, sponsored by Bournemouth University Law School, London, U.K., May 2007

- “Intellectual Property Workshop”, inNUvation entrepreneurship club, invited presentation, Kellogg School of Management, Northwestern University, April 2007
- “Intellectual Property & the Business Model”, inNUvation entrepreneurship club, invited presentation, McCormick School of Engineering and Applied Sciences, Northwestern University, June 2006

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## Media Appearances

- Podcast interview with *You Are a Lawyer*, to discuss non-traditional legal careers and the founding of a consumer law technology startup, Nov. 11, 2021.
- Podcast interview with *The Wall Street Journal*, to discuss how to compete against non-traditional trademarks, May 12, 2008.
- Television interview with WLUC-TV6 (NBC), Marquette, MI, to discuss non-traditional trademark research, May 12, 2008.
- Interviewed for cover story in *The Daily Mining Gazette*, Houghton, MI, to discuss trademark research, May 13, 2008.
- Radio interview on the Canadian Broadcasting Corporation news show *As it Happens*, to discuss non-traditional trademarks, May 14, 2008.

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## Academic Service

- Editor-in-Chief, *American Business Law Journal*, 2021 – 2022
  - Filled volume 59 with eleven high-quality publications
  - Oversaw an increase in the journal’s impact factor from 1.53 to 1.74.
  - Co-sponsored an online research symposium with participants from three continents
- Florida State University Sabbatical Committee, 2020 – present
- Florida State University Senate Graduate Policy Committee, 2017 – present
- Florida State University Senate Library Committee, 2016 – 2022
- Treasurer, Western Academy of Legal Studies in Business (WALSB), 2019 – 2021
- Florida State University Tenure and Promotion Committee, 2016
- Florida State University College of Business Promotion and Tenure Committee, 2016 – present
- Social Media Task Force Chair, Academy of Legal Studies in Business, 2015

- Conference Organizer, Southeastern Academy of Legal Studies in Business (SEALSB) November 2013, Tampa, FL
- Staff Editor, *American Business Law Journal*, August 2011 – August 2016
- Ad Hoc Reviewer, *Journal of Legal Studies in Business*, *Midwest Academy of Legal Studies in Business* proceedings
- President, Southeastern Academy of Legal Studies in Business (SEALSB), 2014
- Conference Organizer, “Florida-Georgia Legal Studies Conference, November 2011, Tallahassee, FL.
- Guest Lecturer on Law and Strategy, The University of Miami, February 2013
- Committee Member, The College of Business, Florida State University, AACSB Assessment Committee, September 2010 – present
- Guest Lecturer on Trademark Law, MBA Intellectual Property Course at the Ross School of Business, The University of Michigan, November 12, 2009, and December 3, 2010.
- Chair, Marketing and Sports Law Section of the Academy of Legal Studies in Business, 2009 – 2010.
- Chair, Technology Section of the Academy of Legal Studies in Business, 2009 – 2010.
- Ad Hoc Reviewer, *American Business Law Journal* (highly ranked peer-reviewed business law journal), August 2008 – August 2011.
- Reviewer, The Academy of Management Annual Conference paper submissions, 2008 – 2010.

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### **External Promotion and Tenure Evaluation Service**

- Indiana University, Bloomington
- University of Georgia
- Georgia State University
- Belmont University
- Clemson University
- Prairie View A&M University

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**Affiliations**

- Academy of Legal Studies in Business (ALSB)
- Marketing Science Institute (MSI), qualified academic member by invitation
- Latin American and Caribbean Law and Economics Association (ALACDE) by invitation

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**Other Information**

- U.S. Citizen
- Fluent in Spanish
- Interests: tennis, ukulele, pottery, sailing, horticulture, and travel