

PROFESSIONAL RESUME

ROGER DENNY

SUMMARY

Service-oriented executive leader with experience within a Power 2 athletics department and as a counselor to best-in-class properties in collegiate and professional athletics. Versatile team-member with demonstrated legal experience and subject matter expertise to consider, understand and adapt to the changing landscape of collegiate athletics.

EDUCATION

WASHINGTON UNIVERSITY (ST. LOUIS), L.L.M. IN TAXATION, 2010
Concentrations in Corporate and Transactional Taxation

SAINT LOUIS UNIVERSITY SCHOOL OF LAW, J.D., 2007
Concentrations in Tax and Transactional Law

Honors Dean's Select Scholar, Academic Excellence Awards in Contract Law, Legal Profession (Professional Responsibility) and Consumer Credit Transactions.

SOUTHEAST MISSOURI STATE UNIVERSITY, B.S., *SUMMA CUM LAUDE*, MAY 2004
Political Science / Business Administration

Honors National Dean's List; Maurice E. Schaffer Endowed Scholarship; University Dean's List (every semester); Phi Eta Sigma Honor Society; Phi Kappa Phi Honor Society; Phi Delta Theta President, Freshman of the Year, Sophomore of the Year, Junior of the Year and Man of the Year; IFC Vice President.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF ILLINOIS DIVISION OF INTERCOLLEGIATE ATHLETICS
Champaign, Illinois

Chief Operating Officer and Executive Senior Associate Athletics Director, July 2021 – *Present*

As a member of our executive leadership team, I am responsible for the strategic direction of all business operations and also serve as the sport administrator for our football program, where I collaborate with our head football coach, departmental leaders and student-athletes to drive the constant improvement of our premier program on and off of the field of competition. In those roles, I have direct or indirect supervision of more than 100 full-time staff members in our financial operations, equipment, sponsorship and multimedia, NIL, facilities and capital projects, human resources, sports technology, strategic initiatives and revenue operations departments.

During my time as an outside counselor and key executive staffer to Josh Whitman, the Fighting Illini program has continuously improved and excelled in nearly every sport – including a January bowl game, a men's basketball Elite Eight and multiple Big Ten championships, a women's basketball postseason

championship (WBIT) and Big Ten championships in baseball, men's and women's golf, and women's track & field over the last two seasons. Key oversight, initiatives and accomplishments at Illinois include:

Budget & Finance

- Direct oversight of \$150+ million departmental budget, which was recently restructured to better track, analyze, predict and prioritize spending across 43 departmental units and sport programs.
- Work with senior University leadership to define and implement financial and operating strategies to address changing regulatory and financial structure of athletics ecosystem.
- Work closely with our University system CFO, Provost and other key campus leaders to develop a plan to recover from the financial effects of the Covid-19 pandemic.
- Ongoing work with Huron Consulting Group to implement University-wide "Operational Excellence" program to reshape processes for delivery of administrative work.
- Serve as departmental liaison to campus general counsel, outside counsel, public accounting firms and other professional service providers.

Capital Projects

- Oversaw completion of construction/renovation projects for basketball, baseball, softball and golf (with a combined cost of over \$65 million).
- Developed strategy for and currently supervising execution of multi-phase deferred maintenance and infrastructure repair project at historic Memorial Stadium (\$10+ million), development of student-athlete recovery center (\$1 million) and academic services suite (\$3 million).
- Currently supervising pre-development activities for wrestling team facility (\$15 million), baseball stadium (\$5 million) and football stadium (\$100+ million) projects.
- Responsible for allocation and deployment of annual deferred maintenance budget of \$5+ million to address continuing repair and renovation needs of 20+ facility portfolio.

Revenue Generation & External Engagement

- Worked with Athletics Director to reorganize external sales and fan experience business, resulting in back-to-back years of record departmental revenue.
- Worked closely with Athletics Director and Chief Commercial Officer to develop the "Illini ERA" ticket sales (per-seat) model to modernize ticket sales and annual fund structures, with an estimated annual impact of \$5+ million.
- Negotiated contracts with key third-party service providers, including the holder of our multi-media rights (Learfield), external sales and technology partners (Aspire, Teamworks, Pacioli, etc.), gameday support (RevelXP) and concessionaire (Oak View Group).
- Assist with and participate in major gift solicitations for a wide variety of capital projects and departmental initiatives, including a pending solicitation for the largest gift in program history.
- Oversee our revenue-generating facilities businesses, including the concerts and events business at State Farm Center, golf and restaurant operations at Atkins Golf Club (18-hole championship golf course), facility rental and private lessons/clinics business at Atkins Tennis Center and golf operations at the Orange & Blue Golf Course (36-hole municipal golf course).

Sport Administration

- Work directly with head coach and athletics director to lead the Fighting Illini football program. Responsible for administration and oversight of all football program operations, including admissions, compliance, staffing, scheduling, conference governance & administration, and budget allocation and approval.

- Responsible for game and event contracts, including coordination of the same with conference and television network officials, for every varsity sport.
- Provided counsel and/or leadership to head coach searches in the following sports:
 - *Football*. Served as outside counsel to search that resulted in the hire of 3-time Big Ten champion and Super Bowl winning head coach Bret Bielema. Bielema's 12 Big Ten wins through his first three seasons at Illinois are the program's most since 1994.
 - *Men's Basketball*. Served as outside counsel to search that identified and hired Brad Underwood from Oklahoma State. Coach Underwood has since established numerous records in Illinois' storied basketball program and has led the Fighting Illini to the most Big Ten wins and three championships over the last five seasons.
 - *Women's Basketball*. Member of internal search committee that identified and hired Shauna Green as the Fighting Illini's 10th women's basketball coach. Coach Green's first two seasons have resulted in an NCAA tournament appearance, the first-ever postseason championship in program history (2024 WBIT), and back-to-back top-5 season attendances in State Farm Center.
 - *Track & Field / Cross Country*. Member of internal search committee that identified and hired two-time NCAA Championship coach Petros Kyprianou. Coach Kyprianou's second season was one of the most successful in program history, including numerous school records and a women's indoor Big Ten championship.
 - *Swimming & Diving*. Member of internal search committee that identified and hired 5-time Illinois state champion, Jeana Kempe. In Coach Kempe's second season, the Fighting Illini set 12 school records and 46 top-10 program marks.
- Led contract negotiations for each of the coaches listed above, in addition to head coaches in baseball, men's and women's golf, softball, tennis and volleyball.

Strategic Initiatives

- Collaborated with key stakeholders to develop strategy for formation of department's preferred NIL collective, ICON for Illini, and serve as primary departmental liaison to ICON and to key NIL constituents including Altius Sports Partners.
- Collaborated with the Big Ten's Chief Information Officer to establish participation as the initial pilot member in a conference-wide data and analytics initiative.
- Coordinated 2-year economic impact study to evaluate the department's direct and indirect economic impact on campus and in our local community.
- Support Athletics Director by providing policy analysis and advice on matters considered in his role as Chair of NCAA Division I council and as the past Co-Chair of the Big Ten's Administrators' Council and member of the Big Ten's Joint Group Executive Committee.

SPENCER FANE LLP

St. Louis, Missouri

Associate Attorney, January 2014 – December 2015

Partner, December 2015 – July 2021

Partner and member of corporate and finance practice groups at AMLaw top-175 law firm (and fastest growing law firm in the US), with a particular emphasis in representing sports-industry clients. Recognized in the 2014 class of “Up & Coming” attorneys selected by *Missouri Lawyers Weekly* and served as a frequent contributor to educational symposia and cited in numerous national publications (including USA Today) regarding executive compensation for sports businesses.

In my practice at Spencer Fane, I managed relationships and provided counsel to institutional and privately-held clients in a wide variety of corporate and non-profit governance and transactional matters, including (i) identification, hire and retention of key executives and talent, (ii) securities issuances and other forms of traditional and equity-based corporate finance, including transactions involving Federal and State tax credits; (iii) sales and licenses of intellectual property and acquisition and exploitation of endorsement rights; (iv) mergers and strategic and portfolio investment acquisitions; and (v) obtaining critical governmental approvals and licenses.

Representative Matters:

- Represented multiple power 5 institutions in coach search and retention matters;
- Counseled Big Ten member institution in connection with employment litigation matters;
- Counseled Big Ten member institution in connection with creation of 403(b) retirement program;
- Counseled client in connection with Southeastern Conference and NCAA compliance matters relating to alleged major infraction(s);
- Counseled Division III university in connection with conference/division realignment transition;
- Represented numerous national financial institutions and bank holding companies in tax credit finance and syndication matters, including state and Federal government affairs initiatives;
- Provided tax counsel and M&A representation to private entities, institutional investors, lenders and insurers;
- Counseled South African sports technology and data analysis company in connection with data privacy and protection matters and related corporate division and US domestication;
- Represented national youth sports governing body in governance and contract matters; and
- Managed client relationships through a variety of litigation and crisis management circumstances.

POLSINELLI PC

St. Louis, Missouri

Associate Attorney, November 2012 – January 2014

Member of real estate development and transactions practice at AMLaw top-100 law firm.

In my practice at Polsinelli, I served as the senior associate for several practice group leaders and maintained direct contact with public and privately-held clients in numerous real estate development matters, including (i) drafting, review and negotiation of real estate purchase and lease agreements, easement agreements, construction and development management agreements, (ii) structuring and documenting traditional and mezzanine finance transactions, (iii) creating organizational structures to

accommodate the allocation and use of state and federal tax credits; and (iv) representing various stakeholders (public and private) in connection with publicly-financed development projects.

Representative Matters:

- Represent large municipality in the financing of multi-tenant entertainment district surrounding major league baseball stadium;
- Represent multiple public financial institutions in connection with loan and equity transactions involving and secured by Federal and state tax credits, including collaboration with local, State and Federal legislators to ensure the efficient deployment of those credits; and
- Represent financial institution in connection with the development of public infrastructure improvements serving private development property.

MCCARTHY LEONARD & KAEMMERER, L.C.

St. Louis, Missouri

Attorney, June 2008 – November 2012

As an associate in MLK's corporate and real estate practice, I gained valuable experience assisting senior partners in the representation of clients in all aspects of general corporate formation, governance, management and succession matters, including (i) advising clients in choice of entity matters, (ii) negotiating and drafting agreements in merger and acquisition transactions, (iii) advising clients on employment matters and drafting complex executive compensation agreements, (iv) representing investors, developers, landlords and tenants in connection with real estate acquisition, disposition, lease and license matters, and (v) drafting intellectual property license agreements.

Representative Matters:

- Represented owners/developers and contractor in the redevelopment of a prominent performing arts facility, including matters relating to the physical and operational connection to an NHL arena;
- Represented prominent celebrity / musician in matters relating to license of name, image likeness and investment holdings in connection therewith; and
- Served as outside counsel to public retirement plan in connection with transition of plan administration.

STINSON MORRISON HECKER LLP (*now known as Stinson LLP*)

St. Louis, Missouri

Associate Attorney, August 2007 – May 2008

Law Clerk; June 2006 – August 2007

Counsel professional athletes, coaches, executives and sports celebrities in all matters (ranging from general contract advice/negotiation to immigration issues).

Representative Matters:

- Represented global positioning system manufacturer on issues related to the use of SAG/AFTRA talent in national advertising campaigns;
- Drafted numerous endorsement and personality license agreements for a major sporting goods manufacturer; and
- Drafted employment agreements for collegiate and professional coaches and professional sports franchise executives.

KILO, FLYNN, BILLINGSLEY, TRAME & BROWN, P.C.

St. Louis, Missouri

Law Clerk, August 2005 – June 2006

- Assisted firm clients in all corporate, tax reporting and compliance and estate planning matters;
- Conducted legal research and drafted a variety of pleadings in all areas of the law; and
- Prepared general corporate formation documents for small business owners.

STEINBERG, TOLLNER & MOON

Newport Beach, California

Summer Intern, May 2005 – August 2005

- Provided general counsel to professional athletes, announcers and sports celebrities;
- Prepare negotiation memoranda in connection with employment and endorsement transactions for prominent NFL and NBA players; and
- Assisted in formation and management of a prominent NFL player's charitable organization.

BAR/COURT ADMISSIONS

Missouri, 2007 (**inactive 2022-current**)

Federal District Court - Missouri Western District, 2007

Federal District Court - Missouri Eastern District, 2008