JEFFREY D. SCHNEIDER

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EXECUTIVE SUMMARY

Seasoned entertainment lawyer, TV executive, and professor with over three decades of experience driving legal, business, and academic excellence in cross-functional media environments. Proven expertise in leading legal, business affairs, and operations teams; instituting organizational transformation for top-tier entertainment brands; and educating lawyers and law students. Expert in entertainment law, production related matters, optimizing workflows, building high-performing teams, teaching & training, and delivering measurable results in matrixed environments.

KEY COMPETENCIES

- Contract Negotiations, Production Legal, Intellectual Property Law, and General Counsel
- Teaching and Educating at the Law School/Graduate School Level
- Strategic Operations, Business Organization, and Project Management
- Conflict and Crisis Management
- Digital Transformation and Rights Management
- Talent Development and Mentorship

PROFESSIONAL EXPERIENCE

University of Southern California Gould School of Law - Los Angeles, CA

2025 - present

Executive Director, Center for Sports, Entertainment, Media & Technology Law

- Inaugural head of new legal institute focusing on the sports, entertainment, and technology industries.
- Responsible for building the Center to increase USC's profile and mission within the aforementioned industries, including curriculum design, outreach to practitioners and alumni, industry relations, and student advocacy.

NATIONAL GEOGRAPHIC CONTENT (PART OF THE WALT DISNEY CO.) - WASHINGTON, DC

2015 - 2025

Executive Vice President, Business Affairs & Operations (8/19 to 7/25)
General Counsel & Executive Vice President, Business Affairs (7/15 - 8/19)

- Legal and business affairs lead, responsible for all scripted and unscripted television, documentary films, and short form video.
- Previous General Counsel/board secretary for National Geographic Partners (NGP), the joint venture between The Walt Disney Co. and the National Geographic Society.
- Member of the executive leadership team reporting to The Walt Disney Company.
- Operational lead for National Geographic's television and film division, overseeing production, post-production, technology, facilities, and research.

ENDEMOLSHINE N. AMERICA (frmr. SHINE U.S.) - LOS ANGELES, CA

2013 - 2015

General Counsel & Executive Vice President, Business Affairs. In charge of all legal and business affairs for independent television production company.

NBCUNIVERSAL - LOS ANGELES, CA

2011 - 2013

Executive Vice President, Business Affairs. In charge of all business affairs for one of NBCU's two cable television and digital divisions, comprised of Bravo, Oxygen, Telemundo and more. Managed staffs in four cities and introduced deal tracking and performance metrics to the business affairs organization.

A+E TELEVISION NETWORKS/LIFETIME - LOS ANGELES, CA Senior Vice President, Business Affairs & Deputy General Counsel. Directed all legal and business affairs for Lifetime network and all scripted programming for A+E. Partnered with executive leadership to execute multi-platform strategies.	2007 - 2011
MTV NETWORKS - SANTA MONICA, CA Senior Vice President, Business Affairs & Deputy General Counsel, MTV (8/06 - 4/07) Senior Vice President, Business & Legal Affairs, MTV (8/05 - 8/06) Vice President, Business & Legal Affairs, MTV (4/03 - 8/05) In charge of west coast legal and business affairs teams. Group "number two" to then	2003 - 2007
General Counsel/current Paramount Global co-CEO, George Cheeks.	
KATZ, GOLDEN & SULLIVAN, LLP - SANTA MONICA, CA Of Counsel. Represented talent and production companies in connection with television, motion picture, digital media, and publishing matters.	2000 - 2003
PARAMOUNT PICTURES CORPORATION - LOS ANGELES, CA Director of Business Affairs, Network Television (5/98 - 5/00) Senior Counsel, Network Television (3/96 - 5/98) Counsel, Network Television (12/94 - 3/96)	1994 - 2000
STEIN & FLUGGE (frmr. SLAFF, MOSK & RUDMAN) - LOS ANGELES, CA Associate. Litigation practice in the media industries.	1992 - 1994
U.S. DISTRICT COURT - RENO, NV Law Clerk. For Senior U.S. District Judge (D. Nev.), the Hon. Edward C. Reed, Jr.	1991 - 1992
PREVIOUS ACADEMIC POSITIONS	
GEORGETOWN UNIVERSITY SCHOOL OF LAW - WASHINGTON, DC Adjunct Law Professor. Instructor for "Entertainment Law" and "The Law and Business of Television." Faculty advisor to Georgetown's entertainment law student association.	2016 - 2025
CARNEGIE-MELLON UNIVERSITY, HEINZ SCHOOL OF MANAGEMENT – LOS ANGELES, CA Adjunct Professor. Instructor for "Television Economics" and "Intellectual Property."	2009 - 2015
University of Southern California Gould School Of Law – Los Angeles, CA Lecturer in Law. Instructor for "Entertainment Law" and "Special Issues in Television Law."	2008 - 2015
PEPPERDINE UNIVERSITY SCHOOL OF LAW - MALIBU, CA Adjunct Law Professor. Instructor for "Special Legal Issues in Television."	2008 - 2014
EDUCATION	
Juris Doctor (with honors), University of Southern California (1991)	

JURIS DOCTOR (with honors), UNIVERSITY OF SOUTHERN CALIFORNIA (1991)

Law Review

BACHELOR OF ARTS, COMMUNICATION STUDIES (cum laude), UCLA (1987)

Page 2 of 3 (2025)

OTHER PROFESSIONAL ACTIVITIES AND ASSOCIATIONS

- Voting Member, Academy of Television Arts & Sciences (TV Executives Section),
 1999 present
- Moderator and Panelist, Georgetown Entertainment and Media Association, Annual Legal Seminar, 2016 - 2025
- Winner, Dealmaker of the Year, Association of Media and Entertainment Counsel, 2019
- Legal Technical Advisor, 20th Century Fox Television, The Grinder (TV pilot), 2015
- Host/Panelist, Trends in TV Development and Production (Entertainment Law Seminar), USC Gould School of Law, 2014
- **Guest Lecturer**, Really Useful Information's Entertainment Business Seminar Series, "Negotiating for Producers," 2012 & 2014
- Chairman & Panelist, American Conference Institute, Integrated Marketing, Talent Contracts & Branded Content Seminar, 2013
- Host/Panelist, World Congress, IP in Entertainment Annual Webinar Series, 2012
- **Board Member**, Young Angels (non-profit youth charity), 2006 2012 (Chairman of Board, 2010 12)
- Co-Panel Chair & Moderator, Media Legal Resources Council, Annual Entertainment Law Seminar, 2011
- Guest Panelist, USC Law School Entertainment Law Seminar, "Introduction to TV," 2011
- Advisor, Curriculum for USC Law School Entertainment LLM Certificate Program, 2010 – 2011
- Expert Witness, Touchstone Television v. CBS, Inc. (so-called "CSI Profits Case"), 2010
- Panel Moderator, Sports, Entertainment and Media Business Conference, University of Texas McCombs School of Business, 2009
- Guest Panelist, American Film Institute Graduate Film School, Producers' Program, 2009
- Guest Lecturer, USC Marshall School of Business, "Branding and Integrated Marketing,"
 2008 09
- Panelist, Beverly Hills Bar Association, "Protecting Digital Content," 2009
- Panelist, Women in Film, annual Entertainment Forum, 2008
- Panelist, "Reality Bites: Hot Button Issues in Reality TV," Association of Media and Entertainment Counsel, 2008
- Judge, National Entertainment Moot Court Competition Finals 2007 2008
- **Guest Lecturer**, UCLA Extension (various classes), 2002 2008
- **Guest Lecture**, Pepperdine University Law School, 2007
- Moderator and Panelist, Showbiz Seminars (various), 2003 2005
- Certified CA MCLE Provider, "Pre-Broadcast Review," 2005;
 "Changes to the WGA Agreement," 2001
- **Guest Lecture**, Santa Clara University Law School, 2003
- Curriculum Committee Member, USC Entertainment Law Institute, 1999
- Panelist, Beverly Hills Bar Association, "Representing Writers," 1998

Page 3 of 3 (2025)