



CURRICULUM VITAE

STEPHEN TOWNLEY

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Stephen has been lucky enough to enjoy a career in business and the law. In business he has served as *general counsel, board member and chairman*. He still chairs Active Rights Management Limited (Arm) and Disarm Limited. In law he is a solicitor, where he has been *senior partner and a seasoned ADR professional (FCIArb) whether appointed as an arbitrator, mediator, and or resolver*. In both law and business Stephen has enjoyed a powerful reputation with colleagues and clients alike for leadership, innovation and delivery, and his skills as a negotiator have been commented upon in the national press.

Niche Sectors - Rights, including their creation, monetisation, protection and enforcement through contracts, intellectual property, and technology. This work has focussed on sport, media, entertainment, data, tech, including e-sport and gaming and finance sectors.

Alumni - University College London and Anglia Ruskin University.

In business and technology

In business, Stephen has helped build, finance, manage and negotiate through times of crises, and sell various entities in multiple countries. The move into tech and data started in 1998 with the formation of Arm, followed by rights protection through NetResult. The latter being sold to Thompson Reuters in 2012. More recent examples in coaching and mentoring businesses include chairmanship of SynchroArts (2014-2021). During this period, the directors, employees and the firm received industry awards for innovative software and technology used in the global film and music industry. The awards included an Emmy, two Queens Awards and an Academy Award (an Oscar). The business was successfully sold in 2021 to a major Canadian music technology company.

In law and ADR

Stephen set up the law firm Townleys in 1984 and served as its senior partner for 18 years. The firm became recognised as the first, and for many years, the largest international sports law and media boutique outside the US, with 65 plus staff. It was a trail blazer with 'skills to service' market needs: from IP and trademark protection to media content and licensing, integrity, governance, interactive betting, gaming, the beginning of e-sport and of course litigation. It had clients throughout the world. In 2001, Townleys merged with a global 100 law firm, Hammonds, which is now part of the global 30 firm Squire Patton Boggs.

Stephen has continued to manage and deliver solutions and successful outcomes in complex, high value, cross border litigation around the world within his niche sectors. This has involved roles as trusted advisor, lead counsel, arbitrator, and mediator. Stephen has a view that all litigation should carry a public health warning because even successful outcomes involve an increasingly large investment of time, money, and emotional resources. Reputations can be lost or seriously damaged in the blink of an eye and often well before any legal decision is pronounced.

Facing the future challenge – combining business, law and tech in dispute avoidance and management

Disarm was established in 2019 to explore how commercial conflicts and disputes might be handled more efficaciously. This coincided with the growing application of AI within the legal sector. Rising costs and increasing delays in both litigation and arbitration procedures have created an increasingly vital role for general counsel(s) (GC(s)) in dispute risk management. Disarm has already beta tested some of its solutions

in support of these challenges. For example, Disarm was engaged in 2020 to deliver and execute a strategy alongside a GC to mitigate litigation risk following the cancellation of major cross-border football events throughout Asia from 2019 to 2021 because of the Covid Pandemic. An outcome without litigation or arbitration was successfully achieved. Stephen is now authoring with colleagues a new book explaining this approach, as well as helping develop training techniques.

Stephen's skills evolution

Stephen's early career in commercial rights began in 1978 when he was appointed the GC to an Anglo-French company (SMPI). SMPI developed the first integrated commercial funding model for the FIFA World Cup in Spain in 1980. This model aggregated and packaged media sponsorship, merchandising and hospitality rights through a complex matrix of IP and contracts. This work continued for the IOC, UEFA, IAAF and ITF. The model was rolled out and adopted by many other major sports organisations and is now the industry standard. This propelled exponential financial growth in the sports industry worldwide supporting the creation of many new global events. Stephen was involved in helping to create the Rugby World Cup, the Cricket World Cup, and the World Games amongst others.

In the late 1990s Stephen and Caroline (Townley) developed the specialist IP and rights consultancy; Arm. Caroline had worked on the design and technology behind some of the early expert systems for clients such as Unilever. ARM innovated the development of new data and digital rights models with clients such as the EPL and IOC and as well as UK racecourses with the switch from analogue to digital. Significant increases in rights values were achieved.

Stephen and Caroline established NetResult in 1999 which focused on rights protection. This was an early technology and AI service provider with sports clients including the IOC, FIFA, F1, NFL, and UEFA. NetResult became a world leader in its field.

Examples of other executive management and board positions previously held

In addition to the specific roles described above, Stephen has held a variety of executive and non-executive board positions including World Sport Football Hong Limited (the largest football business in Asia until 2021), IFSA World Strongest Man (Nasdaq Listed), and Sports Resources Group Limited that created the SportAccord annual event. He has also sat on the board of professional industry bodies in the US, Europe and internationally.

Hobbies

Fly fishing, natural world, gardening, food, and wine (now an investor in a Black Mountains' restaurant and bar, a sea farm off the Welsh coast and a rewilding project in Scotland).

Academic and professional

- LLM University College London and London School of Economics.
- Admitted as a Solicitor in 1978.
- Appointed Member Court of Arbitration for Sport (CAS) Arbitrator in 1996.
- Admitted as a Fellow of the Chartered Institute of Arbitrators in 1999.
- Appointed as a member of the Advisory Board Melbourne Sports Law Masters Programme in 2003.
- Admitted as an Accredited Mediator Chartered Institute of Arbitrators in 2009.
- Appointed Court of Arbitration for Sport (CAS) Mediator in 2012.
- Appointed on the Panel of Technical Experts, Singapore International Mediation Centre in 2015.
- Appointed to the World Intellectual Property Organisation's list of Mediators and Arbitrators in 2018.
- Appointed to the panel of International Neutrals JAMS Mediation, Arbitration and ADR Services in January 2019.