

MORAIMA “MO” IVORY
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EXECUTIVE SUMMARY

Accomplished academic and legal professional with extensive experience in entertainment, media and communications industries. Motivated critical thinker and creative problem-solver with excellent strategic planning and fiscal decision-making skills with strong connections to key influencers and decision makers.

PROFESSIONAL EXPERIENCE

Georgia State University College of Law, Atlanta, GA

(May 2018-present)

Professor of Practice/Director of the Entertainment, Sports and Media Law Initiative

- Full-time non-tenure track professor teaching Entertainment Law, Mass Media Communications Law, Hip Hop and the Law and the “Legal Life Of” series (described below) to second and third-year law students focusing on practical legal concepts, contract negotiations and case law relating to the representation of clients in the Music, Television, Motion Picture, Sports and Media industries.
- Responsible for creating, developing and directing the Entertainment, Sports and Media Law Initiative (ESML), a curriculum concentration in these specialized industries for law students, in addition to offering continuing legal education (CLE) courses and events to legal and industry professionals in the Atlanta metropolitan area.
- Successful in drafting ESML curriculum proposal and gaining approval from the Georgia State Board of Regents for the formal Entertainment, Sports and Media Law Certificate Program (gained approval by unanimous vote in May 2019), allowing law students to enroll in the program, meet program requirements and receive a Certificate in these specialized practice areas upon graduation. See links to program here: <https://law.gsu.edu/faculty-centers/entertainment-sports-media-law/> and <https://law.gsu.edu/student-experience/academics/certificates/certificate-in-entertainment-sports-media-law/>
- Created the “Legal Life Of” series of courses commencing with the “Legal Life of Ludacris” (Fall 2019) and “Legal Life of Kandi Burruss” (Fall 2020), which aims to educate law students through experiential learning by examining the careers of current entertainer’s and the contracts they’ve signed. The courses allow students to gain first-hand knowledge of artists deals and negotiations, as well as access to artist’s representatives including attorneys, managers, agents, publishers and more. See links to articles about the courses: <https://news.gsu.edu/2020/08/11/college-of-law-offers-legal-life-of-kandi-burruss-course/> and <https://news.gsu.edu/2019/12/03/inside-the-legal-life-of-ludacris/>
- Conduct student mentoring and advising, supervise required legal writing requirements and serve as Advisor to the Sports and Entertainment Law Society (SELS), and Admissions Committee.
- Assist in curriculum maintenance and development, and continuous participation in applied scholarship activities in entertainment law and related fields in partnerships throughout the GSU community, including partnership with the Creative Media Industries Institute (CMII) and the Department of Africana Studies.
- The ESML Initiative and Certificate Program have garnered rave reviews in local and national news outlets as cutting-edge based curriculum and has more than 500,000+ unique views on social media and is responsible for increased admissions enrollment at GSU Law. <https://www.instagram.com/p/B41QmyAAH6P/> and <https://www.instagram.com/p/CDw2dUZlndc/>
- Report to Interim Dean Leslie Wolf.

Howard University School of Law, Washington, DC

(Spring 2016-May 2018)

Adjunct Professor

- Taught Entertainment Law to second and third year law students with an introduction to practical concepts and case law relating to the representation of clients in the arts, music, television, motion pictures and sports industries.
- Part-time position working with students teaching legal analysis, fact development, legal research, contract drafting, negotiation skills, and client counseling in entertainment law settings. The Entertainment Law course provides support for students by exposing students to guest speakers, industry specific conferences, bar association seminars and summer internships as well as opportunities for reflection on career development.
- Reported to Law School Dean Danielle R. Holley-Walker.

WHUR 96.3FM, Washington, DC

(May 2014-January 2017)

Radio Personality, Afternoons with Tony, Mo & George

- Responsibilities included serving as Co-Host and Producer on daily afternoon drive show at radio station owned by Howard University.
- Expertise in conceiving, developing, and executing timely and relevant content, informing audience on political issues of the day both locally and nationally and executing events that drive engagement, alignment, action, and revenues.
- Guest Political & Legal Contributor on CNN, HLN, MSNBC, WHUT and Fox News providing commentary on politics, social justice, legal and civil rights.
- Hosted “The Mo Ivory Show” on SiriusXM Radio interviewing key political figures including former President Barack Obama, Hillary Clinton, Eric Holder, Valarie Jarrett, Senator Cory Booker, other government officials, educators, community and arts leaders.
- Created content for digital platforms including blogs which have been published on cnn.com, huffingtonpost.com, essence.com, theroot.com, etc.

CBS Radio, Atlanta, GA

(June 2010-April 2014)

Radio Personality, V-103FM “The Morning Show” and News/Talk 1380 WAOK “The Mo Ivory Show”

- Responsible for researching, writing, prepping and delivering news headlines, political highlights, legal cases and newsworthy articles to listening audience in comprehensive yet easy to understand style for morning show audience of one million listeners from 6-10am daily. Frequent Guest Political/Legal Contributor on CNN, MSNBC and Fox TV.
- Conducted all high-level interviews including elected officials, entertainers, business and community leaders and experts including the late Maya Angelou, President Obama, Rev. Joseph Lowery, Congressman John Lewis and more.
- Maintained #1 PPM ratings position for 25-54 demo while member of both shows. Managed and supervised production staff on all show prep, production and after show meetings.
- Wrote “Mo Knows” blog for CBS Radio nationally with weekly and monthly publishing of blogs that set records for digital impressions across CBS platforms nationally. Moderated and hosted hundreds of community and non-profit based events for show and station exposure including events with Maya Angelou, Nancy Pelosi, Wendy Williams, Samuel Jackson, SCLC, NAACP, NBAF, Coke, Home Depot, Turner, Spelman College, Morehouse College, United Way, High Museum, Black Girls Rock and more.

Warner Music Group (WMG), New York, NY

(March 2009-April 2010)

Chief of Staff/Senior Project Manager, Office of the Executive Vice President

- Overall responsibility for day to day operations and advising of Executive leader on coordination and execution of WMG’s 360° brand strategic initiatives for full revenue participation in artist contracts.
- Developed, supported and implemented business and compliance strategies, managing budgets, internal group training and program development while ensuring best practices in accordance with WMG corporate strategies.
- Participated in WMG Political Action Committee (PAC) strategic planning sessions and interacted with high-level representatives from Congress and various political interest groups to promote active legislation affecting the music industry.
- Researched and advised Executive leaders on national and local political involvement to drive initiatives relating to community activism, non-profit partners and corporate-community partnerships.
- Participated in strategic planning meetings to foster collaborative development of revenue generating initiatives between WMG and non-profit organizations such as New Yorkers for Children, Junior Achievement, Congressional Black Caucus Foundation, United Negro College Fund and others.
- Served as corporate liaison to key internal and external partners and responsible for internal/external communications.
- Served on the principal organizing committee for the “Jay-Z and Friends Charity Concert” held on September 11, 2009 at Madison Square Garden. Efforts resulted in raising over \$1 million for the New York City Fire and Police Widow’s Fund. Worked on all aspects of the event including strategic planning, volunteer organization, media relations, sponsorship, merchandising, ticketing and event day coverage.

Ivory Properties, LLC, Atlanta, GA

(Aug. 2002-Feb. 2009)

Owner/General Counsel

- Owned and operated a real estate development firm specializing in the acquisition and development of residential and commercial properties in Atlanta, GA.
- Responsible for all business and legal matters including transactional matters with emphasis on purchase and sale agreements, lease agreements, confidentiality agreements, vendor service contracts and marketing agreements.

- Managed and balanced construction budgets and timelines, accomplished company objectives for sales goals, development of sales & acquisition packages, events, and ongoing management of corporate affairs.
- Management of contractor and vendor relationships for accurate account and revenue management as well as on-site construction operations. Managed 500+ contractors and professionals.
- Directed the prospecting of properties for potential acquisition; performed all due diligence required to assess planning, permitting, zoning, land use restrictions, site development issues and overall feasibility of land for development.

Scientific-Atlanta, Inc. (now Cisco Systems), Lawrenceville, GA

(Nov. 1999-July 2002)

Assistant General Counsel

- Hired from King & Spalding based on satisfactory legal representation of technology and commercial contract matters.
- Responsible for advising on all legal and business matters relating to several business units including Software Applications Development, Companywide Procurement/Purchasing, Media Networks and Sci-Care Service Group.
- Managed the structuring of information technology transactions and the licensing of computer software, vendor, consultant and contractor agreements and legal services to meet corporate compliance standards.
- Supervised legal contract managers in the maintenance of existing and new agreements specifically relating to payments provisions, term expirations and important milestone dates; presented weekly reports to company executives on various legal matters impacting their business units.

King & Spalding, Atlanta, GA

(May 1999-Nov. 1999)

Associate

- Associate on the Contracting Team responsible for drafting, negotiating and managing all transactional matters for numerous large firm clients including Home Depot, Coke, UPS, Turner and Georgia Pacific and Scientific-Atlanta.

EDUCATION

- Spelman College, Atlanta, GA, Bachelor of Arts, May 1991 (Honors)
- Temple University School of Law, Philadelphia, PA, Juris Doctor, May 1994 (Honors)

PROFESSIONAL & COMMUNITY AFFILIATIONS

- Member, Atlanta Beltline Tax Allocation District Advisory Committee (TADAC)
- President, Maynard Jackson High School PTA (2018-19)
- Member, Screen Actors Guild-American Federation of TV & Radio Artists (SAG-AFTRA)
- Member, Georgia & Pennsylvania Bar Association
- Member, Entertainment & Law Section Georgia Bar
- Member, Georgia Association of Black Women Attorneys (GABWA)
- Member, Spelman College Alumni Association
- Member, Delta Sigma Theta Sorority, Inc.
- Member, The Links, Inc.
- Former Board Member, Black Entertainment Sports Lawyer Association (BESLA)

AWARDS & RECOGNITION

- Mo Ivory Smithsonian Quote –selected from thousands nationally for display in the new Smithsonian National Museum of African American History and Culture (2016)
- Drum Major for Justice Benevolence Award – Southern Christian Leadership Conference Women, Inc. (2016)
- Service Award – Saving Our Children and Families, Inc. (2014)
- Service Award – Greater Women’s Business Council, Inc. (2013)
- Power Player Award – Black-Latino Council of America (2013)
- Top 100 Black Women of Influence Atlanta Business League (2012)
- Media Achiever – Who’s Who in Black Atlanta (2012)

REFERENCES

Furnished Upon Request