



### **BRIAN HELLER** ATTORNEY, MEMBER OF THE FIRM

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**Brian Heller has over 15 years of experience as a lawyer and business development executive in the digital media and technology space, including work for AOL, GlobalSpec, Akin Gump and Shearman & Sterling.**

Brian's clients at Outside GC include Gannett (owners of *USA Today*, CareerBuilder.com, PointRoll, and other brands), Ascena (owners of Justice, Dress Barn, Lane Bryant and other brands), Brandwatch (social media monitoring tools), V.i. Labs (b2b software to identify and monetize piracy), Carnival Mobile (mobile app engagement platform), Urgent.ly (Uber-style local network towing services), and others. Brian's work includes drafting and negotiating a wide variety of agreements, such as SaaS licenses, services agreements, terms of use for mobile apps and websites, data licenses, online advertising and marketing agreements, reseller agreements, distribution agreements, hosting and development agreements, cloud services, content licensing, entity formation agreements, and other technology and business agreements.

Before joining Outside GC, Brian was in charge of all legal and corporate/business development matters for GlobalSpec, a private equity owned b2b web business, where he served as Senior Vice President. Brian left the company after successfully helping GlobalSpec find a buyer and sell for \$135mm.

Prior to GlobalSpec, Brian worked for AOL for 12 years in senior legal and business development roles. As Assistant General Counsel at AOL, he managed a team of 6 attorneys and 4 paralegals responsible for negotiating and drafting all advertising, e-commerce and search related transactions, worth approximately \$1 billion in annual revenue. Brian's transactional experience at AOL spanned a wide variety of deal types, including content licensing, software and technology licensing and development, consulting, marketing, joint ventures, etc. As VP Business Development at AOL, he managed a team of 13 people that supported all transactions for all of AOL's web content properties, negotiating and closing over 400 deals per year for over 75 different websites & brands.

Before AOL, Brian worked as a corporate lawyer for Akin Gump in Washington, DC, doing general corporate transactional legal work, including IPOs, debt offerings, joint ventures, and a wide variety of commercial transactions.

Brian started his career as a corporate lawyer at Shearman & Sterling in NYC, where he specialized in drafting and negotiating project finance transactions and multi-bank syndicated loans up to \$1 billion, including a loan to Michael Jackson to finance production of certain MTV videos.

Brian has an MBA from the University of Michigan and a JD from Boston University, where he graduated *cum laude* in the top 10% of his class.

Brian is originally from Shaker Heights, Ohio (near Cleveland), and has lived in Michigan, Boston, New York City and Washington, DC. He now lives in Vienna, Virginia with his wife, Stacey (who is also a lawyer for Outside GC) and their two kids. He spends his free time serving as an advisor to several startups, ventures and non-profits. One of these non-profits, Chess 4 Charity, Inc. ([www.Chess4Charity.org](http://www.Chess4Charity.org)) was created by his children, so he holds the unenviable position of working for his kids!