



BRIAN HELLER

Partner
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Brian Heller has over 20 years of experience as a lawyer and business development executive in Digital Media, SaaS, Ad-Tech, Cloud Services, Online Advertising, e-Commerce, Streaming Media, Social Media, Software, and general Tech, including work for Shearman & Sterling, Akin Gump, AOL, and Private Equity owned startups.

Brian's experience at Outside GC spans industries such as: SaaS, Digital Media, Advertising & Ad Tech, E-Commerce, Big Data, IoT, Cloud Services, Hardware, Software, Retail, Development, Energy, Healthcare, Government Contracting, Rare Coins & Collectibles, b2b, b2c, etc.

Including clients such as:

- [Axios](#) (digital media & ad tech)
- [Amadeus/TravelClick](#) (SaaS/cloud travel tools/data)
- [Jericho Security](#) (generative AI meets cybersecurity)
- [Stark Lab](#) (SaaS based accessibility tools)
- [Arcus](#) (AI data tools)
- [Willow Tree](#) (app and web development)
- [TitleWise](#) (SaaS title management tools)
- [Maptycs](#) (SaaS risk management data)
- [Ascena](#) (retail & e-commerce (Ann Taylor, LOFT))
- [Brookfield](#) (Renewable Energy, PE, Infrastructure)
- [Senseware](#) (IoT sensors to digitize your space)
- [CELITECH](#) (mobile virtual eSIM cards)
- [Pediatrix Medical Group](#) (medical services)
- [LogicMark](#) (lifesaving medical monitoring devices)
- [RELI Group](#) (GovCon project management)
- [Global Justice Solutions](#) (GovCon big data)
- [David Lawrence Rare Coins](#) (e-commerce & auctions)
- [CAC Grading](#) (collectibles grading services)
- [BDG Media](#) (digital media & advertising)
- [Gannett](#) (digital media & ad-tech; USATODAY.com & 100+ daily and 1,000+ weekly local news sites)

EDUCATION

Boston University, J.D., *cum laude*
University of Michigan, M.B.A
University of Michigan, B.A.

SECTORS AND SERVICES

[Advertising, Marketing & Promotions](#)
[Commercial Transactions & Contracts](#)
[Technology Transactions](#)
[E-Commerce & Digital Advertising](#)
[Media, Entertainment & Sports](#)
[Software, SaaS & Hardware](#)

CREDENTIALS

Bar Admissions

District of Columbia

Brian's work includes drafting and negotiating a wide variety of agreements related to:

<ul style="list-style-type: none">• SaaS / PaaS• Ad-Tech• Digital Media, Streaming & Social Media• Online Advertising & e-Commerce• Crypto Currencies• Software Licensing (inbound & outbound)• Content Licensing (inbound & outbound)• Data Licensing (inbound & outbound)• Cloud Services• Mobile Apps• Virtual Reality (VR)• Artificial Intelligence (AI)	<ul style="list-style-type: none">• Renewable Energy• Terms of Use / Terms of Service (TOS) for mobile apps & websites• Privacy Policies• GDPR & CCPA (DPAs)• Consulting• Marketing• Reselling• Affiliate Marketing• Distribution• Hosting and Development• Other Technology Agreements
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Before joining Outside GC, Brian was in charge of all legal transactional work, corporate development (CorpDev) and business development (BizDev) matters for **GlobalSpec**, a private equity owned (by **Warburg Pincus**) b2b web business, where he served as Senior Vice President of Corporate Development and Business Development. 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. 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.

In 2005, while at AOL, Brian was **first to patent** the idea of customizing video football highlights to each user's fantasy football roster (US 07988560) (see: <https://patents.google.com/patent/US7988560>).

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 in corporate law 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** (near **Washington, D.C.**) 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), was created by his children, so he holds the unenviable position of working for his kids!