

**MARSHALL D. ORSON**  
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**PROFESSIONAL SUMMARY:**

Broad not-for-profit board and organizational experience emphasizing developing and implementing collaborative approaches to secure support from multiple constituencies. Extensive domestic and international legal and business experience with content licensing and acquisitions, copyrights and other intellectual property, advertising sales and trade/barter, planning of branding and promotional opportunities, retail business, operations, development of new consumer product businesses, identification and establishment of new revenue sources and development of media relations strategies. Oversight of large public institution with significant governmental and public scrutiny.

**EXPERIENCE:**

<b>DeKalb County School District</b>	2013-present
Chair (2020), Vice Chair (2018-present) and Member of the Board of Education of third largest school district (99,000 students and 137 schools) in Georgia. Defeated incumbent when first elected. Reelected in 2014 and 2018 to four year terms. Managed hiring of new Supt. Oversee school district with total budget of \$1.8 billion and 16,000 employees. During tenure full accreditation restored, budget balanced and surplus created, and began developing community-based partnerships.	
<b>Joe Martin for Georgia State School Superintendent</b>	2010
Campaign manager for nominee for State School Superintendent.	
<b>Melbourne Partners, LLC</b>	2002-present
Principal of firm providing corporate clients content development/exploitation, marketing, sales, and business strategy consulting and related legal services.	
<b>Devonwood Media, LLC</b>	2006-2012
Co-founder of and partner in firm providing media strategy and outreach, market intelligence and research, crisis planning and response work and video productions for corporate and individual clients. Oversaw legal, business development and operational issues.	
<b>Atamira Communications, LLC</b>	2005-2006
Principal of firm providing media strategy and outreach, market intelligence and research and crisis planning and response work for a variety of corporate clients. Primarily responsible for business development, legal and client community/charitable strategies.	
<b>Turner Broadcasting System, Inc., Atlanta, Ga</b>	1989-2001
<u>Vice President and General Manager</u> Turner Trade Group, a division of Turner Broadcasting Sales, Inc.	1996-2001
<u>Vice President, Operations, Sales and New Business Development</u> Turner New Media	1996
<u>Vice President, Business Affairs</u> Turner Home Entertainment (consumer products division)	1994-1996
Turner Original Productions (documentary division)	1993-1995
Turner Publishing	1993
<u>Senior Counsel/Counsel, Entertainment and Distribution</u>	1989-1993

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### **New Business Development**

- Created strategy for ancillary and derivative businesses primarily content driven for theme park developer.
- Media sector head for newly forming multi-sector trade exchange.
- Identified and negotiated with potential financial partners for new on-line ventures and interactive product distribution.
- Established new revenue outlets for Turner copyrights including development of music projects.
- Negotiated home video content acquisition agreements including third party theatrical releases and PBS distribution deal.
- Developed and implemented television documentary distribution and ancillary product development sales plans.
- Assisted in the development of business plan for interactive media company and strategic planning for core businesses of consumer products subsidiary and for documentary production company.

### **Business Affairs**

- Supervised all business affairs activities for consumer products subsidiary (book publishing, domestic home video, licensing and merchandising, educational services, interactive media, international theatrical and home video distribution, and retail) with gross annual sales in excess of \$290 million and for documentary production company.
- Negotiated documentary production, co-production and presale agreements for then largest producer of documentaries in the U.S., literary acquisition agreements for book publishing subsidiary and all agreements for interactive subsidiary.
- Negotiated author/publisher, talent, third party content acquisitions and agency representation agreements.
- Negotiated wide variety of content licensing deals including all deals related to Turner motion picture library.

### **General Management/Sales/Operations**

- Licensed Turner copyrights for interactive product development (P&L responsibility for licensing division of Turner New Media) and sales of Turner developed interactive products domestically and internationally.
- Sold documentaries internationally with emphasis on finding long-term distribution partners.
- General Manager of Turner Trade Group—Full P&L responsibility for \$30 million global advertising sales and retail division; sold ad time on Turner networks on cash/trade basis and remarketed goods and services internally (to 93,000 employees and total marketplace of 400,000 including families and friends) and externally to third parties; improved performance index level versus cash deals from 77 to 108 (100 was baseline); worked with other Time Warner divisions to identify trade opportunities. Managed offices in Atlanta, New York, London and Singapore.
- Directed all operations and web design groups for Turner New Media.

### **Marketing**

- Guided third party licensees in efforts to identify content appropriate for launch of consumer products business.
- Oversaw all consumer based marketing efforts for Turner Trade Group and related retail operation.
- Planned and coordinated promotional and product campaigns with TBS Sales, Inc. (advertising sales) and developed co-branded marketing opportunities with advertisers.
- Organized co-marketing and cross-selling campaigns for books, videos and soundtracks including third party products.
- Developed out-of-home marketing and promotion opportunities with marketing staff of third-party client.

### **New Media**

- Responsible for coordination of design and implementation of multiple Turner Entertainment Group e\*commerce initiatives including selection of key vendors, establishment of common platforms and designation of fulfillment process.
- Oversaw web oriented program for selling goods and services to AOL Time Warner employees and business units.
- Member of workgroup which reviewed portal and related strategies for Turner and Time Warner.
- Responsible for operations and licensing activities for Turner New Media.

### **Legal**

- Handled variety of business transactions. Oversaw compliance with SEC third party subpoena. Bridged legal and media relations strategies on behalf of clients.
- Oversaw due diligence for \$420 million Hanna-Barbera acquisition (including preparation of board report and executive summary); participated in due diligence for several other proposed acquisitions.

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- Participated in drafting and review/approval of hundreds of legal agreements when in business and operational positions.
- Oversaw creation of all relevant legal documents and development of legal/business process for the Turner Trade Group.
- Negotiated and drafted agreements for documentary productions (assumed overall business and legal affairs responsibility), motion pictures, book publishing, electronic media, co-production agreements and third party motion picture license agreements (overall responsibility for remake/sequel deals, including business and legal issues).
- Drafted key partnership and distribution agreements between world's largest planetarium builder and software developer.

**Paul, Hastings, Janofsky & Walker, Atlanta, GA**

1986-1989

Associate, Litigation Department

**Hon. R. Allen Edgar, United States District Court, Chattanooga, TN**

1985-1986

Judicial Clerk

### **EDUCATION:**

DUKE UNIVERSITY SCHOOL OF LAW, Durham, North Carolina

J.D. with High Honors, May 1985; Order of the Coif

- Senior Editor of Law and Contemporary Problems; Note: "The Impact of Arrest Records on the Exercise of Police Discretion", 47 Law and Contemporary Problems 287 (Autumn, 1984)
- David H. Siegel Memorial Scholar

DUKE UNIVERSITY, Durham, North Carolina

A.B., cum laude, May 1982 (Political Science/History majors)

### **PROFESSIONAL and CORPORATE MEMBERSHIPS:**

American Bar Association

State Bar of Georgia

Janus Films, Inc./Criterion Collection (Member, Board of Directors) (2006-present)

### **EDUCATION ACTIVITIES:**

Atlanta Committee for Public Education (2003); member of founding committee of Great Schools Atlanta (2003)

APPLE Corps Local Education Fund (Executive Comm.; Chair, Board of Directors, Acting Executive Director) (1987-2003)

Boston University Parent & Family Advisory Board (2018-present)

DeKalb County School System: SPLOST 3/4Comms., Capital Improvement Advisory Comm., School Choice Design Team

Druid Hills Middle School Council Member (Chairman, 2011-2012)

Emory-Lavista Parents Council (Co-President 2009- 2012)

Fernbank Elementary Foundation Co-Founder and Board Member (2008-2012)

Fernbank Elementary School Council Member (2006-2012; Chairman, 2007-2012)

Leadership Atlanta Class of 2001 (Co-Chair, 2003 and 2004 Criminal Justice Program Day Committees; member of 2005

Education Impact Comm. and Co-Chair 2006-07 and 2007-08, member of 2010 Education Summit Committee)

Leadership DeKalb Class of 2020

Provost Academy of Georgia (virtual state-chartered school) (Member of Founding Board of Directors) (2009-2012)

Public Education Network, Washington, DC (Member, Board of Directors; Public Engagement Comm.) (1998-2003)

The Quest, Concert for Public Education (Member, Board of Directors) (2005-2007)

### **OTHER COMMUNITY ACTIVITIES:**

Atlanta Children's Shelter Board of Directors (Chair, Advocacy Committee; Chair-Expansion Committee) (2002-2007)

Druid Hills Civic Association (Member, Board of Directors) (2008-10)

Metro Atlanta United Way DeKalb Child Well-Being Committee (2016—Co-Chair)

Points of Light Institute MissionFish Task Force (2009) (organization headed by Michelle Nunn)

Unitarian-Universalist Congregation of Atlanta (Board of Trustees; President-Elect/President of Congregation) (2008-2011)

### **PERSONAL:**

Place of Birth: Melbourne, Australia; Married, two children