Kristy A. Gale

J.D., LL.M.

ATHLETE & PERFORMANCE DATA RIGHTS - CONSULTING, GOVERNANCE & EDUCATION

Athlete and performance data creates more value when the rights behind it are handled correctly. I help **athletes**, **teams**, **universities**, **leagues**, and their **data partners** get that right through education and advisement built on 12 years in the field and nearly 20 years in corporate law and business.

WHO THIS IS FOR

Universities & Law Schools

Teaching that keeps pace with the field.

- Courses, curriculum design & lectures on sports law, privacy, IP, governance, and AI
- Advisor/liaison performance tech and data
- Faculty & administration briefings on emerging data-rights issues

Athletes & NIL Clients

Your data, your partners, your call.

- Plain-language data rights education
- NIL and brand protection strategy
- Expert athlete data NIL partnership & deal advisement
- Spotting what data rights & opportunities your contracts sign away
- Creating pipelines to manage your athlete data used by others

Teams, Leagues & Rightsholders

Governance that holds up under scrutiny.

- Data governance frameworks & compliance programs
- Athlete data management, commercialization & partnership advising
- Licensing, sponsorship & technology agreement strategy

Data & Technology Partners

Compliant data use, built to scale.

- Protecting your data, rights & revenue downstream
- Licensing & commercialization strategies
- Improved privacy, IP & other compliance
- Partnerships and transactions to grow revenue from your data

15+
Years in legal, business & executive roles

2 / 45+
Cited law review articles / combined citations

2018
Industry thought leader; invited educator & speaker

2026
Guest educator at numerous top DI universities

Also featured in: Forbes · ESPN · Sports Illustrated · American Bar Association · Global Gaming Expo · Gaming Law Review · SportTechie/SBJ

Let's scope an engagement.

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