

Greg Heller Profile

The 2014 season will mark Greg Heller's 14th season as legal counsel to the Braves. As Senior Vice President and General Counsel, Heller manages and oversees all legal affairs for the Braves and its wholly-owned minor league affiliates which include the Gwinnett Braves, the Mississippi Braves, the Rome Braves and the Danville Braves. Heller's responsibilities and duties include providing guidance and counsel on baseball operations matters, sales and marketing, broadcasting, stadium and business operations, intellectual property, corporate governance, legislative affairs, employment and litigation.

Prior to serving as Senior Vice President and General Counsel of the Braves, Heller spent seven years with the TBS sports legal group which included the Braves, the Atlanta Hawks, the Atlanta Thrashers, Philips Arena, the Goodwill Games, the Turner Sports television group (and its NBA, NASCAR, PGA, British Open and MLB properties), and the Turner Sports new media group (and its NASCAR, PGA and PGA TOUR and ACC Select properties).

Heller began his career in sports law as an undergraduate at Indiana University where he graduated cum laude with a Bachelor of Science degree in Sports Marketing/Management. While at Indiana, Heller completed internships with the Peoria Chiefs, a minor league affiliate of the Chicago Cubs, and with the Indiana University athletic department. Upon graduating from IU, Heller entered law school at Marquette University. While at Marquette, Heller was an active participant in the sports law program, including serving as a member and Student Articles Editor of the *Marquette Sports Law Journal*, serving as a member of the Sports Law Society, authoring a law review article on the NCAA enforcement process and completing internships with the National Sports Law Institute, Harley Davidson, the Milwaukee Brewers and Reece & Lang PC, the legal division of an Atlanta-based sports management firm. In 2004, Heller was named by Marquette University as its Sports Law Alumnus Of The Year.

Upon graduating from Marquette, Heller became an Associate Attorney with the Atlanta firm of Powell Goldstein Frazer & Murphy where he concentrated his practice on general corporate, mergers and acquisitions, securities and sports and entertainment law matters from 1996-1997. In the Fall of 1997, Heller joined the Chicago law firm of Horwood Marcus & Berk and continued his practice in general corporate, mergers and acquisitions and sports and entertainment law matters before joining TBS in the Fall of 2000. Heller currently serves on an Advisory Board at Marquette University Law School's National Sports Law Institute and is also active at Indiana University. Heller and his wife Krista have four children, Madelyn, Charlie, John and Elizabeth and live in Johns Creek.