

GENEVA LASPROGATA SEDGWICK, J.D., LL.M

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SUMMARY OF IMPACT

With over 25 years of leadership across academia, business, and law, I am a proven visionary in curriculum innovation and program development. My expertise spans law, technology, and industry, and I have a track record of seamlessly bridging these sectors to drive transformative solutions in education. I have spearheaded initiatives that integrate ethics, inclusivity, and professionalism into business and legal curricula, positioning students for success in a rapidly evolving professional landscape. As a dynamic leader in academic administration and business development, I consistently deliver strategic growth, foster impactful partnerships, and advance the mission of higher education to prepare the next generation of leaders.

EDUCATION

LL.M. New York University School of Law
J.D. Villanova University School of Law
Bachelor of Science (Marketing) Boston College

ACADEMIC LEADERSHIP AND ADMINISTRATIVE EXPERIENCE

Seattle University, Seattle, Washington | 1999–Present
Professor of Business Law, with tenure | 2023–Present
Affiliated Professor, Seattle University School of Law | 2023–Present
Director, MBA in Sport & Entertainment Management | July 2022–Present
Director, University Summer Programs | July 2017-2020
Associate Professor of Business Law, with tenure | 2005–2023
Assistant Professor of Business Law | 1999–2005

KEY LEADERSHIP RESPONSIBILITIES

Director, MBA in Sport & Entertainment Management, July 2022 – present

PORTFOLIO

- *Strategic Leadership:* Spearhead the development of a forward-thinking vision for both in-person and online program delivery, driving curriculum innovation and expansion.
- *Program Alignment:* Ensure the program's goals and learning outcomes are aligned with the university's mission, emphasizing student success and industry relevance.
- *Stakeholder Engagement:* Organize high impact networking events, connecting students, alumni, and key industry partners to foster professional growth and collaboration.
- *Admissions Strategy:* Lead the team in creating and executing strategic recruitment plans, overseeing admissions processes, candidate selection, and scholarship determinations.
- *Faculty Excellence:* Recruit top-tier faculty with expertise in sport and entertainment marketing, data analytics, technology, and management, ensuring cutting-edge instruction.
- *Resource Management:* Manage the program budget and efficiently allocated resources to initiatives, events, and marketing efforts to enhance program visibility and impact.

- *Marketing Collaboration:* Partner with the college and university marketing teams to craft and implement innovative strategies for promoting both face-to-face and asynchronous programs.
- *Outcome Assessment:* Conduct assurance of learning analyses and reported findings to the associate dean, ensuring continuous improvement and program accountability.

INITIATIVES AND ACCOMPLISHMENTS

- *Program Expansion:* Created and gained approval for an asynchronous expansion of the program, set to launch in Fall 2024, meeting the demand for flexible learning options.
- *Curriculum Innovation:* Led the redesign of the curriculum, incorporating feedback from industry partners to ensure students develop strong communication, problem-solving, and professional skills.
- *Industry Integration:* Successfully recruited industry leaders as adjunct faculty, bringing real-world expertise into the classroom and fostering hands-on learning opportunities.
- *Competitive Internship Program:* Developed a rigorous, industry-aligned internship program with advisory board input, leading to an 88% placement rate for graduates in full-time positions.
- *New Minor Development:* Designed and implemented an undergraduate minor in personal branding for the sport and entertainment sectors, approved by curriculum committees.
- *Mentorship Program Growth:* Expanded the mentorship program by recruiting diverse industry executives, representing emerging fields such as data analytics and technology.
- *Enrollment Growth:* Increased enrollment in the face-to-face program, maintaining a focus on diversity and representation in the student body.
- *Enhanced Industry Partnerships:* Strengthened relationships with industry partners, creating new internship opportunities across sport and entertainment verticals for student success.
- *Culture of Excellence:* Established a culture of academic excellence and professionalism, raising student expectations and setting new benchmarks for performance and conduct.

University Resident Minister, March 2022 - present

- Provide confidential support, mentorship, and advocacy for students residing in university housing, while residing in freshmen/sophomore housing.
- Act as a liaison between Housing and Residence Life, Campus Ministry, and Faculty within the Division of Student Affairs, facilitating communication and collaboration.
- Respond to student emergencies in the dormitories, offering immediate assistance and support as needed to students and families.
- Advocate for the needs of neurodivergent students, athletes, and international students, ensuring their unique needs are recognized and addressed.
- Support diversity and inclusion efforts, creating an inclusive environment for students from diverse backgrounds, and identities.

Director of University Summer Programs, 2017-2020

In this university leadership role, I developed and implemented a strategic plan for undergraduate and high school summer programs, ensuring alignment with university enrollment goals and mission. I identified and executed growth opportunities, expanding programs while fostering a positive and collaborative environment for interns, staff, and faculty. I engaged with local high school districts and community organizations to raise awareness and increase participation in our programs, and

collaborated with academic units, including associate deans, department chairs, and athletics, to create and select dynamic summer courses.

I recruited and managed faculty to design engaging curricula for both undergraduate and high school students, and led marketing campaigns to attract current students, students from other universities, and high school participants. Additionally, I managed program budgets, ensuring fiscal responsibility and adherence to university guidelines.

A key initiative I led was the design and implementation of a strategy for asynchronous course offerings (pre pandemic) across the colleges to boost summer credit hours. I recruited and managed a team of student marketers to create a successful campaign, collaborating with an external marketing firm to develop a summer session logo and branded materials. I also co-authored a paper with a student intern on marketing strategies for summer programs, which we presented at the NAASS conference.

One of my most rewarding accomplishments was collaborating with the vice president of enrollment services to create a residential summer program for under-represented high school students, focused on social justice. I also designed a high school program on criminal justice, ethics, and technology, working with the Seattle Police Department on a community project to develop an algorithm to detect hate/bias crimes. Through successful grant writing, I secured a three-year scholarship fund from AI4All for students in our technology-focused program. I also led the creation of a high school entrepreneurship program, collaborating with faculty and securing scholarship funding through the university's fundraising efforts.

Provost Fellow, Seattle University Advance Grant, 2021-2024

The university's "Advance" program originated with a National Science Foundation Advance Institutional Transformation Award in 2016. The program's goal is institutional, cultural, and structural transformation to align expectations and faculty reward structures with educational mission. The work focuses on cultivating institutional changes necessary to implement a sustainable faculty development path toward advancement that includes recognition and reward of traditionally hidden or under-valued work. Key milestones include the revision of university guidelines for promotion to full professor, as well as the implementation of workshops and mentoring sessions for faculty. In this role I collaborated with the associate provost for Advance and other faculty fellows to design and implement workshops. I have also represented the Advance team as a liaison to the college of business; co-chaired the college task force on promotion standard revision; drafted new college guidelines in compliance with the new university faculty guidelines; hosted faculty meetings and workshops to engage college faculty in the work; and, with the college team, successfully obtained a majority college vote for the new college standards for scholarship and promotion to full professor.

Robert D. O'Brien Endowed Chair of Business, 2016-2018

As the O'Brien Endowed Chair, I represented the Albers School of Business at the Aspen Undergraduate Business Education Consortium, a key initiative of the Aspen Institute Business and Society Program. This consortium gathers faculty from prestigious universities to explore the integration of humanities and professional education within business curricula. My proposal, titled

"Fostering Liberal Arts Learning in the Undergraduate Business Core," guided my leadership of a team of Albers faculty in revising our undergraduate core curriculum. Our collaborative efforts culminated in two university-hosted events in May 2018, where we showcased our work, followed by a panel presentation at the International Association of Jesuit Business Schools (IAJBS) Meeting in July 2018, hosted by Seattle University.

Director, University Center for the Study of Justice in Society, 2009-2011

The Center for the Study of Justice in Society was a faculty scholarship center supported by the provost's office. Under my leadership the center awarded funding to support faculty research concerning justice topics and community-engaged research; hosted writing workshops led by expert authors; collaborated with the colleges and the center for community engagement to promote undervalued areas of research such as in the arts; and recruited and collaborated with the faculty board and fellows to create a five-year strategic plan.

TEACHING

- Law and Ethics in Business Analytics
- Business Law and the Regulatory Environment
- International Business Law; International Human Rights
- Law and Corporate Social Responsibility
- Negotiations
- Sport and Entertainment Law

Other Teaching

International Study Tour, Faculty Lead, India, 2011

International Study Tour, Faculty Lead, China, 2006

CURRICULUM AND PROGRAM DEVELOPMENT

Recent Initiatives:

2023-	Online Curriculum Oversight: MBA in Sport and Entertainment Management
2022-	Ongoing Curriculum Revision for MBA in Sport and Entertainment Management Program; Professionalism and Diversity Education; Undergraduate Minor in Personal Branding; Online Curriculum Design
2022	Housing and Residence Life: Steering Committee to Create Curriculum to Enhance the Student Residential Experience
2020-2021	Albers College of Business Anti-Racist Curriculum Development (Participation in "ARC" Training and Revision of Undergraduate Business Law Class)
2018-2020	Seattle University Summer Scholars Program (Pre-College Programs): SeattleU AI4ALL Partnership for Under-Represented Students; Ethics, Criminal Justice, and AI; Racism in America in Criminal Justice and Technology
2017-2020	Master of Science in Business Analytics and Online Master of Science in Business Analytics (Course Development for Law and Ethics in Business Analytics)

- 2017-2020 Director of University Summer Programs (Expansion of Undergraduate Course Offerings in Summer Quarter, Including Online and Innovative Pilots; Summer Scholars Programs for High School Students)
- 2016-2018 Robert D. O'Brien Endowed Chair in Business: Facilitation of Curricula Ethics Integration Across the Undergraduate Business Core

FUNDRAISING & GRANT MANAGEMENT

- Secured and managed multiple grants, including a prestigious AI4ALL grant to fund scholarships for underrepresented students in a pre-college AI program.
- Oversaw budgetary planning and resource allocation for various programs, ensuring fiscal sustainability and growth.
- Partnered with the advancement office to secure funding for scholarships, industry partnerships, and program expansions.

COMMUNITY & INDUSTRY ENGAGEMENT

- Recruited top industry professionals for MBA in Sport & Entertainment advisory board, mentor program, and adjunct teaching roles, expanding the program's professional network.
- Built relationships with local and global business communities to enhance experiential learning opportunities for students, including internships and co-curricular programs.
- Represented the university in national conferences, including the Aspen Institute Business and Society Program and the International Association of Jesuit Business Schools, focusing on the integration of liberal arts within business curricula.

PROFESSIONAL SKILLS

- Leadership in faculty development, curriculum design, and accreditation processes.
- Proven success in external fundraising, grant acquisition, and budget management.
- Deep commitment to promoting diversity, equity, and inclusion in academic and professional settings.
- Track record of fostering academic innovation and enhancing student outcomes, including experiential learning programs and co-curricular initiatives.

AWARDS & PROFESSORSHIPS

- 2021-2022 Faculty Fellow, Initiative for Ethics in Transformative Technologies (scholarship)
- 2020-2021 Faculty Fellow, Albers Center for Business Ethics (scholarship)
- 2020-2021 Collaborative Online International Learning (COIL) Scholar (curriculum)
- 2017 The Michael and Elizabeth Ruane Award for Undergraduate Business Education Innovation (curriculum)
- 2016-2018 Robert D. O'Brien Endowed Chair of Business, Albers School of Business & Economics (curriculum and scholarship)
- 2007-2010 Eva Albers Professorship, Albers School of Business & Economics (scholarship)

TRADITIONAL, PUBLIC, & COMMUNITY-ENGAGED SCHOLARSHIP

Wellness and Consumer Protection

- **G. Lasprogata Sedgwick.** “Regulating the Wellness World: Proposed Policy Reform and Legislation to Protect Consumers Against Ongoing Abuse” (Work in Progress).
- **Journey Into Yoga Cults, Episode 9:** “Fear Not the Legal Threats and Bullying Tactics” (2022). Published by Apple and Spotify. (Law, Wellness Industry, Employment Discrimination).

Technology and Privacy Law

- **G. Lasprogata Sedgwick.** “The Impact of AI and Data Privacy in Fan Engagement and Personalization in Sport and Entertainment” (Work in Progress).
- **G. Lasprogata Sedgwick and J. Smith.** “Data Privacy and Contact Tracing.” (May 2020). Ethics Matters Blog.
- **G. Lasprogata Sedgwick.** “Facial Recognition in Hiring: Occupational Segregation on Speed.” (April 2021). Ethics Matters Blog.
- **G. Lasprogata and N. Colaner.** “Ethics and Law in Data Analytics.” Microsoft Professional Certification, published on LinkedIn Learning since 2018 (over 30,000 participants globally; 4.7/5 rating).
- **G. Lasprogata, D. Melnick, C. Blanchard, and E. Luysterborg.** “Big Brother Can Leave the Building – Privacy’s Got This.” Panel at 2015 (ISC)2 Security Congress, Anaheim, California.
- **G. Lasprogata.** “Modern Technology and Expanding Protection for Employee Privacy Rights.” *Canadian Civil Liberties Association*, June 2014, Toronto, Canada.
- **N. King, G. Lasprogata and S. Pillay.** “Workplace Privacy and Discrimination Issues Related to Genetic Data: A Comparative Law Study of the European Union and the United States.” *American Business Law Journal*. Volume 43 (2006).
- **G. Lasprogata, N. King and S. Pillay.** “Regulation of Electronic Employee Monitoring: Identifying Fundamental Principles of Employee Privacy through a Comparative Study of Data Privacy Legislation in the European Union, United States and Canada.” *Stanford Technology Law Review* 4 (2004).
- **G. Lasprogata and D. Lockwood.** “Digital Signatures: Rescuing Authentication Technology from a Premature Demise.” *The Journal of Strategic E-Commerce*, Volume 1:1 (2003).
- **G. Lasprogata and N. King.** “What's in a Domain Name? Online Simulation Delivers Virtual Dispute Resolution Experience for Business Law Students.” *The Journal of Legal Studies Education*, Volume 20:2 (2002).
- **G. Lasprogata.** “Virtual Arbitration: Contract Law and Alternative Dispute Resolution Meet in Cyberspace.” *The Journal of Legal Studies Education*, Volume 19:1 (2001).

Ethics, Corporate Citizenship and NGO Impact

- **G. Lasprogata Sedgwick, B. Ruppert, and Z. Zenteno.** “A By-Product of Summer Programs: Student Marketers and Career Readiness.” *Summer Academe: A Journal of Higher Education* (2021).

- **G. Lasprogata and T. Noble Foster.** “Fostering Integrative and Interdisciplinary Learning: A Business Law Exercise in Social Entrepreneurship, Global Health Innovation, and Cloud Technology.” *Atlantic Law Journal*, Volume 18 (2016).
- **G. Lasprogata.** “Values Change for Survival.” *Journal of Law, Business and Ethics*. Volume 20 (2014).
- **M. Cotten and G. Lasprogata.** “Corporate Citizenship & Creative Collaboration: Best Practices for Cross-Sector Partnership.” *Journal of Law, Business and Ethics*, Volume 18 (2012).
- **G. Lasprogata and M. Cotten.** “Contemplating ‘Enterprise’: The Business and Legal Challenges of Social Entrepreneurship.” *American Business Law Journal* Volume 41:1 (2003).

ACADEMIC PRESENTATIONS

- G. Lasprogata Sedgwick, “Applying the Skills of Nonviolent Communication to Teach an Anti-ISM Curriculum in Business Law,” 2022 ALSB Annual Conference, (July 27-31), in Louisville, Kentucky.
- G. Lasprogata Sedgwick, “The Business of American Yoga: Teaching the Fundamentals of Business Law in a Contemporary Cultural Context,” 2022 ALSB Annual Conference, (July 27-31), in Louisville, Kentucky.
- G. Lasprogata Sedgwick and C. Rodrigues, “Using Technology for Intercultural Exchange, Collaboration, and Teamwork: A Jesuit Model,” *Colleagues in Jesuit Business Education (CJBE)* (July 2021) Virtual.
- G. Lasprogata Sedgwick et al, Panel Organizer, Moderator and Contributor, “Designing and Delivering an Anti-Racist Curriculum in Business Law,” *Academy of Legal Studies in Business Annual National Conference* (August 2021) Virtual.
- G. Lasprogata Sedgwick, “Facial Recognition in Hiring: Business Efficiency or Occupational Segregation on Speed?” *Pacific Northwest Academy of Legal Studies in Business (PNALSB)* (April 2021) Virtual.
- G. Sedgwick, J. Sedgwick, and Z. Zenteno, “Creating a Win Win: Building a Successful Summer Programs Marketing Campaign with Student Marketers,” *NAASS Annual National Conference* (November 2019), New Orleans, LA. (Undergraduate Student Co-Presenter)
- J. Smith, G. Lasprogata-Sedgwick, and N. Colaner, “Responsible Disruption: Teaching Ethics and Law in the Analytics Curriculum,” Panel Presentation at *The Global Jesuit Business Ethics Conference* (July 2019) Santa Clara, CA.
- G. Lasprogata et al, “An Interdisciplinary Mashup: Humanities and Business Education Blend for Student Success,” *International Association of Jesuit Business Schools* (July 2018), Seattle, WA.
- G. Lasprogata, “Fostering Liberal Arts Learning in Business Education” *Through the Eye of the Needle: Conference on the Commitment to Justice in Jesuit Higher Education* (August 2017), Seattle, WA.
- G. Lasprogata, M. Gould and T. Noble Foster, “A Law and Ethics Mashup for Millennials: Identity Workplace Discrimination Comes of Age in Social Media” *Pacific Northwest Academy of Legal Studies in Business Regional Conference* (April 2017), Vancouver, BC.

- G. Lasprogata, "Justice in the Workplace: Privacy Rights and Sexual Orientation Collide in Social Media", Academy of Legal Studies in Business Annual National Conference (August 2016), San Juan, PR.
- G. Lasprogata, "The Value of Creating a Personal Charter for Business Students" Aspen Institute Undergraduate Education Consortium Annual Meeting (June 2015), University of Michigan, Ann Arbor, MI.
- G. Lasprogata and T. Noble Foster, "Social Entrepreneurship: Improving Conditions on the Ground Using Technology in the Cloud," Academy of Legal Studies in Business Annual National Conference (August 2014), Seattle, WA.
- G. Lasprogata and T. Noble Foster, "Negotiating Cloud Computing Contracts: A Simulation Exercise for Business Law Students," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2014), Vancouver, BC.
- G. Lasprogata and T. Noble Foster, "Uncle Sam Wants Your Data: Counterterrorism, National Security Letters, and the First Amendment," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2013), Seattle, WA.
- M. Cotten and G. Lasprogata, "The Business and Legal Challenges of Cross Sector Partnerships in the Fight for Human and Environmental Rights – The Need for Creative Collaboration," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2009), Portland, OR.
- G. Lasprogata, Panelist, "Towards An International Framework for Data Protection," Academy of Legal Studies in Business Annual National Conference (August 2005), San Francisco, CA.
- N. King and G. Lasprogata. "Workplace Privacy and Discrimination Issues Related to Genetic Data: A Comparative Law Study of the European Union and the United States," Academy of Legal Studies in Business Annual National Conference (August 2005), San Francisco, CA.
- N. King and G. Lasprogata. "A Comparative Law Study of the U.S. and EU Approaches to Regulating Privacy and Nondiscrimination of Genetic Information in the Workplace," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2005), Vancouver, BC.
- T. Noble Foster and G. Lasprogata. "Assessment Can Be Fun! Using the ALSB National Assessment Instrument in A Technology Game to Motivate Student Learning," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2004), Seattle, WA.
- G. Lasprogata, N. King and S. Pillay. "To Monitor or Not to Monitor: Designing a Multi-Jurisdictional Paradigm for Corporations in the Wake of Emergent Workplace Privacy Protection in the United States, European Union, and Canada," Academy of Legal Studies in Business Annual National Conference (August 2003), Nashville, TN.
- G. Lasprogata and N. King. "Current Privacy Issues in Electronic Monitoring of the Workplace: A Comparative Law Analysis," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2003), Portland, OR.
- N. King and G. Lasprogata. "Simulating Online Dispute Resolution Processes for Trademark/Domain Name Disputes," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2002), Vancouver, BC.

- G. Lasprogata and M. Cotten. "Contemplating Enterprise: Sustaining Social Value in the New Millennium," Academy of Legal Studies in Business Annual National Conference (August 2001), Albuquerque, NM.

SERVICE

2022-2023	President Elect and Conference Co-Chair, Pacific NW Academy of Legal Studies in Business (Conference hosted at Seattle University, April 2023)
2022-2023	Co-Chair, Technology Law Committee, Academy of Legal Studies in Business
2021-2022	Co-Chair, College of Business Advance Standards Committee: Proposed, Negotiated and Drafted New Standards for Faculty Promotion to Full Professor
2021	Chair, College of Business Student Evaluation Instrument Review Task Force
2021	University Student Advising Task Force
2019-	Program Mentor, Albers 3-3 Business and Law Undergraduate/Law School Program
2016-2023	College of Business Diversity, Equity, and Inclusion Committee Member
2016-2023	College of Business Personnel Committee
2017	National Endowment for Humanities Grant Review Team
2014-2017	University Representative to Aspen Institute Center for Undergraduate Business Education (humanities integration in business and STEM)
2008-2010	Faculty Representative, Office of Multicultural Affairs
2008	Seeds of Compassion Seattle (Dalai Lama), Facilitator for Pacific Northwest First Nations Gatherings
2008	University Delegate, Mexico Immersion
2007-2008	<i>Opus Prize Presidential Steering Committee</i> . One-million-dollar award granted by the Opus Foundation for the humanitarian of the year.
2007	University Delegate, Nicaragua Immersion
2007	College of Business Joint MBA-JD Review Committee
2007-2011	University Representative to American Indian Institute (Attend First Nations gatherings nationwide; collaborate with tribal leaders on curriculum revision projects; fundraise for Pacific Northwest tribes and organizations)
2006-2007	College of Business MBA Assessment Group
2006	University Event Chair, <i>The Path of the Spirit: Indigenous Rights, Intercultural Dialogue and A Collective Response to Preserve Diversity</i> . Two-part interdisciplinary event including a professional conference (<i>Who "Owns" Nature? Biotechnology, Bioprospecting, and Indigenous Peoples' Rights</i>) and a celebration of cultural diversity and the arts (<i>La Pena</i>)