

# Carson McMahon Badger

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## EDUCATION

### **Santa Clara University, JD/MBA Candidate, Santa Clara, CA**

December 2019

- Academics*: JD GPA 3.51 (Top 25%), JD First Year GPA 3.41 (Top 20%), MBA GPA 3.37, Emphasis in Data Analytics
- Honors*: National Sports Law Negotiation Competition: Top 10 Placement, Witkin Award: Top Grade in Sports Law
- Activities*: 49ers Marketing Intern (2016), Sports-Law Society Member, Law & Business Member

### **University of Washington, Bachelor of Arts, Seattle, WA**

June 2016

- Academics*: BA in Political Science with a focus on International Security, Double Minor in History and Philosophy, Seminar Thesis on Kennedy's Decision Making in Vietnam, GPA 3.52, Annual Deans List 2015
- Activities*: Seattle Sounders Marketing Intern (2015), Peacetreets Vietnam Volunteer, Interfraternity Council Board Member, Delta Chi Fraternity Board Member

## EXPERIENCE

### **San Francisco 49ers, Santa Clara, CA**

#### ***49ers Foundation Revenue Account Manager***

April 2018-Present

- Develop an information based decision-making strategy through data projections, statistical analysis, and operational assessments to raise \$876,208 in donated funds during the 2018 Calendar Year
- Ensure legal compliance with Department of Justice and governing statutes
- Created a new revenue channel for the Foundation through a used-equipment drive, resulting in \$106,670

### **GoPro, San Mateo, CA**

January 2018-April 2018

#### ***Legal Intern***

- Researched and wrote Legal summaries on business, intellectual property, and employment issue
- Edited and drafted contracts including athlete agreements, NDAs, and labor agreements
- Advised non-legal departments on legal matters and assisted with litigation matters

### **Baseline Agency, San Francisco, CA**

January 2018-April 2018

#### ***Agent Intern***

- Reviewed and prepared contracts for Athletes to sign.
- Analyzed global basketball markets to assess potential fits for Clients.

### **San Francisco 49ers, Santa Clara, CA**

#### ***Foundation 50/50 Raffle Manager***

July 2017-December 2017

- Oversaw a team of 25 sellers to drive a 237% year over year growth, the largest for any Raffle in NFL

### **San Mateo County District Attorney Office, Redwood City, CA**

May 2017-August 2017

#### ***Law Clerk***

- Researched and wrote motions on criminal cases for the felony division including Motion to Dismiss, Motion to Suppress, Evidentiary Hearings, Appeals, and Sentencing
- Provided litigation support for Deputy District Attorneys at different stages of a trial

## RESEARCH PROJECTS

- NFL Success Metrics*: Ran 10-year regression models of what factors determine NFL player success based on position group
- Oakland A's Stadium Pursuit*: A joint research paper to assess the Athletics ability to move to a new stadium. Analysis includes: financial projections, strategic recommendations, and real estate development plan
- NFL Compensatory Pick Analysis*: Relied on data insight to determine how NFL teams can strategically manipulate the compensatory pick process. Ran two examples of what players a team should acquire in 2018
- 49ers Play-by-Play Recommendations*: Developed in-game recommendations based on statistical analysis and success metrics
- NBA Team Data for Projected Wins*: Created models to help determine most significant categories for success in the NBA.

## ADDITIONAL

- Interests*: Downhill Skiing, Duck Hunting, Fly-Fishing, Reading History Books, and Surfing along the California Coast
- Languages*: Spanish (intermediate), Python (proficient)