

CHRIS G. SHAW, J.D.

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EDUCATION

UNIVERSITY OF IOWA, Iowa City, Iowa

Juris Doctor, May 2010

Honors: Law Opportunity Fellowship (Full Tuition)
High Honors – Boyd Service Award

Activities: *Iowa Law Review*, Contributing Editor
Dean Search Committee, Student Representative
National Moot Court, Best Brief in Region

UNIVERSITY OF MISSOURI, Columbia, Mo.

Bachelor of Science in Business Administration – Finance, May 2006

Honors: Ranked top parliamentary debater in the nation, 2004–2005
NPTE Nationals – Final Four Team and Seventh-Best Speaker

Activities: Founder and President of the Missouri Debate Team
Financed education by working 30-40 hours a week

EMPLOYMENT / MANAGEMENT EXPERIENCE

HALLMARK CARDS, INC., Kansas City, Mo. Feb. 2016-Present

Director of Digital – Hallmark Home & Gifts. Hallmark Home is a \$40M division of Hallmark Cards, Inc. Hired a team of four. Directly or indirectly managed cross-functional team of 12 including a data analyst, designer and two developers, along with project managers, marketers and employees from supply chain and IT. Forecasted to generate \$2M in top-line revenue in less than 10 months. Went from selling eight SKUs online to selling well over 1,000 SKUs on Amazon, Wayfair, Zulily, and our own web properties. Led sales relationships with Amazon, Wayfair, and Zulily. Led vendor relationships with Shopify, Google, Facebook, Amazon Web Services, Imgix. Led agency relationships with CPCStrategy (Amazon), Brand Value Accelerator, (Shopify) and WordStream.

Promoted twice in just 21 months. Top 5% on each performance review.

HALLMARK CARDS, INC., Kansas City, Mo. June 2014-Feb. 2016

General Manager, Gillham Studios / Product Manager & Innovation Leader. Gillham Studios was an innovative web and mobile product that licensed more than 250,000 pieces of Hallmark digital artwork. Led team of a dozen creatives, business, technology, financial, legal, and marketing professionals to launch GillhamStudios.com. Designed and launched technology product under budget in less than six months using technologies new to Hallmark—Amazon Cloud Services, Mobile-First Design, Shopify eCommerce, and more. Responsible for annual budget of nearly \$1 million. Representative on Hallmark's Patent Committee.

WEBB MEDIA GROUP, D.C. (Remote) Dec. 2010-June 2014

Senior Strategy Consultant. Webbmedia is an industry-leading digital strategy consultancy that has worked with ABC, NBC, Time Inc., CBC, Gannett, United States State Department, People, and Entertainment Weekly. Advised on legal issues, including privacy and intellectual property matters. Created strategies for increasing content distribution across all channels (email, social media, search/SEO, dark social). Led engagements with Fortune 500 media companies—working with executives to restructure product-development teams.

THINK BIG PARTNERS, Kansas City, Mo.

Jan. 2013-Feb. 2014

Director of Innovation. Worked with partnership to source and value several early stage technology companies for investment. Conducted financial and legal diligence on dozens of companies. Assisted portfolio companies Phone2Action and Keyzio with product development and hiring technical talent. Connected Think Big Partnership with technology resources and capital all over the United States.

LEXSPOT, Boston, Mass. Sept. 2011-Dec. 2013
Co-founder, CEO, and General Counsel. LexSpot (now Bridge.us) is web software that helps consumers find the right attorney to solve their immigration needs. Completed all legal work, including formation, stock, licensing, IP, and employment agreements. Crafted the brand along with sales and marketing collateral, including pitch decks, email newsletters, websites, and case studies. Founded company at the Harvard Business School iLab with co-founders from Harvard and Google. Designed initial web application (Ruby on Rails + HTML5). Led team to six-figure revenue run rate.

SCVNGR, Cambridge, Mass. March-Dec. 2011
General Counsel and Senior Brands Sales. Served as counsel on tort and intellectual property matters. Closed an enterprise deal faster than any other team member. Average sale was \$30,000. Part of cross-functional enterprise team that served \$1,000,000 account for Coca-Cola and brands like Dunkin Donuts, New England Patriots, AMC Theaters, Buffalo Wild Wings, KMart, and others.

ROBINS KAPLAN MILLER & CIRESI, Minneapolis Minn. Summer 2009
Summer Associate. Served as a member of the business litigation department with additional assignments from other business units. Co-wrote appellate brief for Minnesota Supreme Court on juror bias in a contentious medical malpractice case. Researched lease laws of the 50 states for an innovative buy-back/lease program for Best Buy. Wrote memoranda on various corporate matters and a pro-bono immigration case. Completed mock arbitration led by senior RKMC partners.

THE COLORADO COLLEGE, Colorado Springs, Colo. 2006-2007
Director of Forensics and Debate and Lecturer. Managed the college's debate team, which included both instructive and administrative aspects. Hosted NPDA Nationals, which required negotiating contracts and accommodating hundreds of people from dozens of universities worldwide. Allocated and accounted for the travel budget. Coached one of the college's debate teams to a third place finish (semifinals) at the NPDA national tournament while the collective team finished 15th overall.

TRUMAN LABS, Cambridge, Mass./K.C., Mo. 2006-present
Partner. Provided legal, operational, and product strategy to for-profit and nonprofit organizations. Developed the Online News Association's (ONA) three-year strategy plan to grow revenues from \$1 million to \$1.7 million and diversify ONA's revenue sources. Also re-branded the journalism.org homepage and streamlined operations. Designed monetization strategies for several online businesses and increased sales by implementing modern CRM and digital marketing. Counseled on corporate formation, capital strategy, recruiting, and legal needs of technology corporations.

SKILLS

Business Skills

Recruiting – Specifically Technical Recruiting / Millennial Recruiting, Innovation Management and Design, Product Management, Business Development, Financial Modeling/Budgeting, Interdisciplinary Communication (i.e. IT meets business meets marketing meets legal), Marketing, Sales, PR, Corporate Legal, Personalized Marketing, Mobile and Web Strategy

Software/Development Skills

Expert – Shopify, Amazon Web Services (AWS), Facebook / Google Ad Platforms, Hubspot, Salesforce, WordPress, Social Media, All Office / Productivity Software, Google Apps.

Intermediate – HTML5, CSS3, some Javascript, PPC Marketing, Retargeting, Email Marketing, Data Analysis, Photoshop, Pixelmator, Basic DB commands

MEDIA APPEARANCES AND SPEAKING ENGAGEMENTS

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| Middle of the Map Fest – The Future of Mobile Computing & Media | Apr. 2014 |
| KCTV5 – KHSB41 – Kansas City (about Google Glass) | July 2013 |
| Forbes.com – On Using Google Glass in Medicine | Mar. 2013 |
| Harvard Business School Entrepreneurship Conf., Cambridge Mass. | Apr. 2012 |
| Gannett News Directors Conference, D.C. | June 2012 |
| CLAND Context Forum, Seville, Spain | Nov. 2011 |
| Investigative Reporters and Editors Conference, Orlando, Fl. | June 2011 |
| KMBC– <i>Kansas City Television</i> | Jan. 2010 |
| <i>Chicago Tribune</i> | Dec. 2009 |
| <i>Kansas City Star</i> | Dec. 2009 |
| <i>810–WTHB Sports Radio</i> | Dec. 2009 |
| KCRG– <i>Cedar Rapids Television</i> | Oct. 2009 |

SERVICE

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| Entrepreneurship Knows No Bounds (Boys & Girls Club KC) | 2014 |
| MITX Future Leaders Group (selected by area CEOs), Boston Mass. | 2012 |
| Led business and startup panels at Harvard Business School, Boston Mass. | 2012 |
| Spoke with various high school groups about speech and debate | 2008-10 |
| Big Brothers Big Sisters of Johnson County, Iowa | 2009-10 |
| Alternative Spring Break/Habit for Humanity, North Liberty, Iowa | 2007-09 |
| Sandbagged during the Flood of 2008, Iowa City, Iowa | 2008 |
| Fundraised for Court Appointed Special Advocates (CASA), Columbia Mo. | 2005 |

PERSONAL INTERESTS

Behavioral Economics, Sports, Technology, Reading, and Pickup Basketball

LAW SCHOOL CO-CURRICULAR AND SERVICE ACTIVITIES

IOWA LAW DEAN SEARCH COMMITTEE, Student Representative

Nominated by the student body and selected by Provost Wallace Loh to represent College of Law students in selecting new Dean. Met weekly with the committee, which consisted of faculty, staff, judges, and alumni representatives. The significant time commitment by all resulted in the successful hire of Dean Gail Agrawal.

Iowa Law Review, Student Writer and Contributing Editor

As a Contributing Editor, prepared marketing and fundraising strategies for the Editor-in-Chief and Executive Editor to expand the *Review's* exposure and generate funds to celebrate the *Review's* centennial in 2015. As a Student Writer, helped redesign the *Review's* website. Edited many pieces and wrote a Note.

PROFESSOR MARK J. OSIEL, Research Assistant

Edited two book manuscripts for style and usage. (*The End of Reciprocity* and *Making Sense of Mass Atrocity*). Researched the implications of international law and monetary policy on economic development, genocide, and war.

MOOT COURT BOARD, Appellate Advocacy I Coordinator

Administered the Fall 2009 AAI program along with a co-coordinator. Instructed student judges on how to effectively critique and teach written and oral advocacy skills. Overhauled the AAI program by adding small-group sections and open office hours that focused on answering questions and providing guidance. These changes resulted in significantly fewer strikes and less variability amongst grades.

NATIONAL MOOT COURT TEAM, Team Leader

Selected for the team as a result of successfully placing in AAI and AAI as a second-year student. Led one half of the National Moot Court Team. Scheduled writing and editing sessions and oral practices. Also practiced formally against the other team. At competition, awarded Best Brief of Region 14.

SCHOLARSHIP / PUBLISHING

Should the Internet Have to Put Down its Shield? A Closer Look at the Ninth Circuit's Decision in Fair Housing Council v. Roommate.com in Virtuality: Eight Students in Search of Cyberlaw. Cyberspace Law Seminar. This piece examined the future of website publisher liability after the 9th Circuit's decision in *Fair Housing Council v. Roommate.com*. I argued that the Internet should be regulated as a Common Carrier like other infrastructure companies. This view was recently adopted by the Obama Administration to ensure net-neutrality.

Sullivan v. Florida / Graham v. Florida, Supreme Court Seminar

This hypothetical Supreme Court opinion argued the Supreme Court of Florida should be reversed because the Eighth Amendment's proportionality principle prohibits sentencing juvenile offenders to life without parole for non-homicide crimes. It leaned on scientific data and the Court's recent Eighth Amendment cases. See *Roper v. Simmons*, *Atkins v. Virginia*.

Johnson v. Florida, Supreme Court Seminar

This opinion argued the Seventh Circuit's decision should be reversed because Florida's Simple Battery Statute is not a predicate crime under the Armed Career Criminal Act.

Has the Climate Changed for Tort Claims Implicating the Energy Industry?

An Evaluation of Kivalina v. ExxonMobil. This piece argued the Northern District of California should not dismiss a tort claim brought by a Native Alaskan Village against ExxonMobil and others. It argued that ExxonMobil et. al., led a public misinformation campaign, similar to big-tobacco companies, and this information campaign should be evaluated as a cause of price deflation, which increased energy use—and fueled climate change—by ignoring externalities.