

# JAMIE HERBERT

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## OVERVIEW

I am an experienced executive, manager, legal professional, arbitrator and senior advisor at one of the most high-profile and commercially successful sports organisations in the world, the Premier League. I am currently its Senior Director of Governance and Regulation and member of its Senior Management Group, responsible for providing legal and strategic advice to the Premier League Board, the Chief Executive and wider business, as well as its member clubs, on a broad range of issues. In addition, in April 2023, I was appointed to become an arbitrator at the Court of Arbitration for Sport in Lausanne.

## PROFESSIONAL HISTORY

March 2023 to date	Arbitrator, <b>Court of Arbitration for Sport</b>
June 2025 to date	Senior Director of Governance and Regulation, <b>Premier League</b>
December 2020 to June 2025	Director of Governance and Regulation, <b>Premier League</b>
September 2015 to November 2020	Head of Legal, Football and Regulatory Services, <b>Premier League</b>
September 2008 to September 2015	Associate, Sports Group, <b>Bird &amp; Bird LLP</b>
September 2006 to September 2008	Trainee, <b>Bird &amp; Bird LLP</b> (including seats in the firm's Sports, Commercial and Intellectual Property departments)

## INDICATIVE EXPERIENCE

### *PREMIER LEAGUE*

- Manager of a team of c.20 lawyers and governance professionals responsible for a range of compliance functions and all aspects of the regulation of the Premier League; drafting the Premier League Rules; investigating and prosecuting allegations of breaches of the Rules; and managing the various dispute resolution and arbitration processes mandated by the Rules
- Manager of all prosecutions under the League's financial regulations and lead legal advisor on all aspects of the League's Owners' and Directors' Test and investments into Premier League clubs; manager of a wide range of other litigious matters, including a nine-figure claim against a former international broadcaster for which summary judgment was successfully obtained
- Manager of all ongoing disciplinary and arbitral litigation, including long-running cases against Manchester City FC

- Lead drafter of all Premier League Rules and associated documents
- Assumed the role of Premier League COVID-19 Competition Officer during the pandemic, responsible for management of the League's response and author of the League's Training and Match Day Protocols, enabling 'Project Restart', under which the League was one of the only domestic sporting competitions able to continue throughout the pandemic
- Lead advisor to the Board on regulatory safeguarding issues, corporate governance, medical governance (and author of the League's first ever medical strategy), financial regulation and transfers and registrations, together with a range of operational issues such as broadcaster access and competition regulations
- Lead advisor to the business on regulatory issues following the Fan-Led Review into Football Governance and subsequent plans for Government intervention into the regulation of the domestic game
- Managing relationships with a range of domestic and international football stakeholders, including FIFA, UEFA, The FA, EFL, the PFA, FIFPro and the LMA
- Member of the Premier League's Senior Management Group and four-person Football Board. Premier League representative on its Legal Advisory Group, Medical Working Group and Medical Governance Group as well as a range of external stakeholder groups, including the Professional Football Negotiating and Consultative Committee, domestic football's collective bargaining forum
- Other recent specific work highlights include:
  - Along with the League's General Counsel, leading the League's response to two recent breakaway proposals: 'Project Big Picture'; and the European Super League. Managing the negotiations to reintegrate the Clubs involved, including detailed debriefs and negotiation and drafting of reconciliation agreement
  - Leading a review of the League's disciplinary processes and procedures, resulting in the most significant change in the League's history with the creation of a new, fully independent Judicial Panel
  - Managing an 18-month review into the status and regulation of intermediaries in English football, meeting with a wide variety of interested parties and presenting a series of recommendations to Premier League Chairmen and Chief Executives, with all recommendations approved
- I regularly present to Premier League Shareholders, its Board and its various sub-committees on a wide range of contentious and complex issues

### ***COURT OF ARBITRATION FOR SPORT***

- I am an arbitrator at the Court of Arbitration for Sport in Lausanne, Switzerland, recognised as the pre-eminent global sports dispute resolution forum. In my role I have presided on range of cases, including match-fixing in tennis, commercial disputes and football regulatory issues. Recent cases include:

- *Leny Mitjana v International Tennis Integrity Agency*
- *Samuel Bensoussan v International Tennis Integrity Agency*
- *Moses Turay v Pharco (Sole Arbitrator)*
- *Metalist Kharkiv v Patrick van Leeuwen (President)*

***BIRD & BIRD LLP***

Prior to joining the Premier League, I worked for seven years in the Sports Group at Bird & Bird LLP, consistently ranked the number one sports law team in the UK by leading directories. During that period, my practice included a blend of regulatory, contentious and commercial matters, as well as IPR/brand protection and defamation/reputation management. I regularly acted as advocate for clients in arbitral proceedings.

Particular highlights of my time at Bird & Bird included:

- Being part of a two-man team that acted for European Rugby Cup Ltd in its investigation and prosecution of Harlequins, Dean Richards and a number of other individuals in the high-profile ‘Bloodgate’ case (at first instance and on appeal)
- Being part of a two-man team that acted for the International Cricket Council in its prosecution of Pakistani international cricketers Salman Butt, Mohammad Amir and Mohammad Asif in the high profile ‘spot-fixing’ case (at first instance and on appeal before the Court of Arbitration for Sport in Lausanne)
- Advising various sports governing bodies and anti-doping organisations on issues of policy and all aspects of results management in relation to breaches of anti-doping rules, including prosecuting charges at first instance and on appeal to the National Anti-Doping Panel and the Court of Arbitration for Sport. High profile cases include *ITF v Gasquet*, *UK Anti-Doping v Kelly and Stevenson*, *ITF v Troicki* and *ITF v Kutrovsky*
- Advising a governing body on all corporate and commercial matters concerning the sport’s world championship event, negotiating and drafting a suite of commercial agreements with the venue, broadcasters and commercial sponsors

**EDUCATION**

2004-2006	<b>BPP Law School</b> , Graduate Diploma in Law and Legal Practice Course, Commendation in each
2000-2004	<b>University College London</b> , BA European Studies, 2:1 (with a year spent studying at L’Institut Britannique in Paris)
1993 – 2000	<b>The Judd School</b> , A-Levels in French (A), History (B) and Mathematics (C)

## OTHER RELEVANT EXPERIENCE AND INTERESTS

- I have presented to a range of audiences on areas as varied as corporate governance, IPR enforcement and data protection
- I have authored articles on sports law and regulation in a number of publications, including World Sports Law Report, LexisNexis PSL, Westlaw Insight and Global Lawyer. I have co-authored a chapter on government intervention into the sport sector for the third edition of the leading text, Sport: Law and Practice, Lewis and Taylor. I have authored the 'Ticket Touting' chapter in Westlaw's Insight online encyclopaedia and authored the chapter on anti-doping in Sport Resolutions UK's yearbook
- Outside of work I am a married father of three and a keen golfer. After playing football to a semi-professional level until the age of 19, I am now in my 21st season playing for local side, St Lawrence FC