

JOEL MARTIN NEUMAN

joelmneuman@gmail.com
linkedin.com/in/joel-neuman-8757248

(404) 513-7020
Atlanta, GA

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

Georgia Justice Project, Atlanta, Georgia

May 2023 - Present

Part-Time General Counsel

Serve as a part-time General Counsel to a mission-driven nonprofit, providing strategic and day-to-day legal guidance to the senior leadership team and the Board of Directors. Oversee a broad range of legal matters, drafting contracts with key stakeholders and ensuring compliance with nonprofit governance, employment law and other regulatory requirements. Also provide training to staff on relevant legal issues including code of conduct compliance and anti-harassment policies.

Emory University School of Law, Atlanta, Georgia

August 2023 – Present

Adjunct Professor of Law

Teach two upper-level courses at the Law School, one on the practice of in-house law and the other a transaction skills class that covers, among other skills, negotiations, contract drafting, due diligence, and drafting resolutions and other corporate documents.

Georgia State University, Robinson School of Business, Atlanta, Georgia

August 2021 – Present

Part-Time Instructor

Teach undergraduate course on Business Law that provides the students with a working knowledge of the US legal system and the various laws that impact the practice of business in the United States.

American Arbitration Association

April 2021 – Present

Arbitrator

Act as a National Panelist handling arbitrations on a wide variety of business-related matters.

The Coca-Cola Company, Atlanta, Georgia

August 1997-November 2020

Platform Lead, Costa Smart Café, Costa US June 2019-November 2020

Managed all aspects of the new Costa Smart Café business in the United States including direction of a matrixed team of about seven professionals in the areas of business development, supply chain, operations, finance, marketing, regulatory compliance and legal. The Costa Smart Café (known outside the US as Costa Express) is a virtual barista machine that serves over 200 specialty coffee options in the space of a standard vending machine.

- Directed the development of the supply chain, third party logistics, order to cash system, financial controls, commercial terms, legal compliance and contracts, information technology, customer marketing and other elements necessary to launch the business in the US, all of which were accomplished in a four month period.
- Opened first location in the US within four months, and grew to seventy-five machine placements in 11 months.

General Manager, Global Ventures January 2019-June 2019

Worked with the existing Costa Express team in the UK and Coca-Cola system teams to lay the groundwork for Costa Express to expand to key coffee markets around the world as part of the Global

Ventures group, a new business formed to help export Costa Coffee and other locally strong brands to markets around the world.

- Developed the strategy and created the connections necessary to introduce the Costa Express business in key markets such as the US, China and Japan, resulting in the introduction of the business in each of those countries in 2019 and 2020.
- Represented the Costa Express business at key industry conferences in France, Spain, Singapore and the US, raising the profile for the brand around the globe.

Vice President, Legal and Industry Affairs, National Foodservice and On-Premise. January 2018-January 2019

Managed The Coca-Cola Company's relationship with leading foodservice industry organizations in the restaurant, franchise, distribution and foodservice manufacturing sectors. Lead the development and execution of NFSOP's Industry Relations multi-year vision, strategy and plan to advance Coca-Cola's Industry leadership position in foodservice, made decisions on which organizations/events to support and at what level to make the most effective use of the available resources, and actively participated with key industry organizations at meetings/conferences/events.

- Enhanced the Company's industry reputation through one-on-one meetings with key industry leaders and representation of Company at industry events.
- Negotiated and executed multi-year agreement with Winsight to cement Company's primary role at significant industry events.
- Elected to the Boards of both the National Restaurant Association Educational Foundation and the International Franchise Association, but resigned from each after accepting a new role at The Coca-Cola Company.

Vice President and Senior Managing Counsel, Coca-Cola North America. November 2003-January 2018
Managed commercial and customer legal affairs for Coca-Cola North America and for a separate division responsible for the global relationship with the Company's largest customer. Supervised a team of attorneys and paralegals working on customer commercial relationships, distribution and supplier agreements, marketing and promotions, dispute resolution, compliance and other legal aspects of the Company's North America commercial business. Worked closely with the Company's food lawyers on innovation projects related to the US Foodservice business. Core member of multiple leadership groups including CCNA Legal Leadership Team, National Retail Sales Leadership Team, Foodservice Operating Committee, Foodservice Executive Committee, McDonald's Leadership Team and the Freestyle Integration Steering Committee. Personal accomplishments include:

- Negotiated and drafted groundbreaking agreements with Company's largest customers.
- Negotiated and documented transactions through which the Company obtained rights to a fresh brewed tea business.
- Led a team that created the Company's Competitive Intelligence Policy and implemented company-wide training on the new Policy.
- Coordinated efforts to revise all contract templates, including introduction of new, self-service tools.
- Led the Coca-Cola North America Trademarks team for three years, during which time we developed and implemented revised trademark risk profiles and streamlined the search process.

Executive Counsel. December 2001-October 2003

Reported directly to the General Counsel and assisted in the planning and execution of the Legal Division's business strategies, goals, and objectives. Represented the Office of the General Counsel at departmental, cross-functional, and external meetings. Led projects and initiatives on behalf of the

General Counsel. Assisted the General Counsel in the preparation for Executive Committee meetings and Board of Directors Meetings. Established overall Legal Division budget and worked with Legal Finance to ensure operation within budgetary constraints. Personal accomplishments included:

- Directed the investigation of a significant whistleblower matter, and subsequently worked as Company's liaison with special investigation team retained by the Company's Board of Directors.
- Revised and redesigned the Company's Code of Business Conduct.
- Led the creation of an Ethics & Compliance Office, including primary responsibility in the search for the Company's first Chief Ethics & Compliance Officer.
- Created the Company's Pro Bono and Community Service Committee and served as its first chairman.

Litigation Counsel. August 1997-November 2001. Principal responsibility for commercial litigation matters ranging from massive antitrust and securities litigation to simple contract cases and labor arbitrations. Pursuant to partnership model, involvement in cases ranged from project management to partnering with outside counsel to sole responsibility for all aspects of the case. Counseled company associates on employment agreements, transshipping and pre-litigation conduct and negotiating strategy.

ADDITIONAL RELEVANT EXPERIENCE

Sachnoff & Weaver, Ltd., Chicago, Illinois.
Associate and Partner

United States Court of Appeals for the Seventh Circuit, Chicago, Illinois.
Law Clerk to the Honorable Judge Joel M. Flaum

OTHER EXPERIENCE

Atlanta Volunteer Lawyers Foundation, Atlanta, Georgia.
Former President of the Board of Directors

Georgia Justice Project, Atlanta, Georgia.
Former President of the Board of Directors

ADL, Atlanta, Georgia
Former Chairman of the Board of Directors

Atlanta Bar Foundation, Atlanta, Georgia
Current President of the Board of Directors

EDUCATION

University of Chicago Law School
J.D. degree with Honors

University of Wisconsin-Madison
Bachelor of Arts with Distinction
Majors: International Relations with Honors

PUBLICATIONS

Statute of Limitations for Section 10(b) Claims, 24 The Review of Securities & Commodities Regulation 179 (October 16, 1991) (with Joel S. Feldman).

The Applicability of Section 12(2) to Aftermarket Purchases of Securities, 29 The Corporate Lawyer 3 (October 1991).

The Law of Allocation: The Debate Continues, 5 D & O Liability Litigation News 458 (April 1994)

Legal Currents, Restaurant Startup & Growth 8 (October 2009)

DECLASSIFIED