

# Fisher Broyles

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**Practice Areas:** Commercial Transactions; Employment; General Corporate

**Bar Admissions:** Pennsylvania; New Jersey

**Education:** University of Pennsylvania, JD, 1993; University of Pennsylvania, BA, 1988

**Experience:** Swift Capital, General Counsel; Symphony Health Solutions, General Counsel; Rosetta, General Counsel; International Fight League, General Counsel; And 1, General Counsel; Publicis Groupe; Moody's; Drinker Biddle & Reath

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Mr. Rosan possesses 20+ years of experience as General Counsel for venture capital and private equity-backed start-up and emerging growth companies. He regularly works with executive leadership teams to integrate legal functions across organizations in order to reduce corporate risk without negatively impacting company revenue and profitability. Mr. Rosan possesses a wide breadth of industry experience including software, consumer products, digital marketing, entertainment, financial services, and health care. He has been General Counsel for three different companies that have enjoyed multiple years of 75%+ annual revenue growth.

Most recently, Mr. Rosan was the General Counsel for Swift Capital, a leading provider of small business financing. During his tenure, both head count and revenue tripled. Swift was backed by multiple venture capital firms including First Round Capital, Khosla Ventures, Third Point Ventures and Sutter Hill Ventures. The company was a fixture on Inc. Magazine's list of fastest growing companies in the United States and Philadelphia Business Journal's list of growth companies in the Philadelphia area. Swift Capital was sold in 2017 to PayPal for \$200 million.

Before Swift Capital, Mr. Rosan was the Sr. Vice President, General Counsel and Secretary for Symphony Health Solutions a leading provider of health care data, analytics and consulting services to the pharmaceutical and biotechnology industries. Symphony employed over 500 staff in Philadelphia,

Phoenix and San Francisco and was backed by Silicon Valley-based Symphony Technology Group. While at Symphony, Mr. Rosan oversaw the integration of legal functions across 4 separate companies that were merged together to form Symphony. The company was eventually divided, with half of the company being sold to IMS (now Iqvia) and the other half sold to PRA for more than \$500 million.

Before Symphony Health Solutions, Mr. Rosan was the Vice President, General Counsel and Secretary for Rosetta, the then-largest independent digital marketing agency in the United States. Rosetta was backed by the private equity firm of Lindsay Goldberg. Rosetta provided a wide variety of digital and internet-related marketing and advertising services to the health care, financial services and e-commerce industries. During his tenure, revenue grew from \$50 million to more than \$200 million and headcount from 300 to 1,100. Rosetta was sold to the Publicis Groupe in 2011 for \$575 million.

Before Rosetta, Mr. Rosan was the Vice President of Business Affairs, General Counsel and Secretary for the publicly-traded International Fight League, a live sports and entertainment company. He helped the company raise more than \$35 million from private investors and eventually go public. He negotiated contracts with, among other partners, Fox Sports Net, Warner Bros., William Morris Agency, Topps and Vitamin Water.

Before the International Fight League, Mr. Rosan was the General Counsel and Secretary for And 1, a Paoli, PA-based basketball footwear and apparel company. And 1 was backed by the private equity firm TA Associates. During his tenure, revenues grew from \$30 million to more than \$200 million. While at And 1, he helped negotiate hundreds of commercial agreements with third parties such as Fox, Disney, and Pepsi and endorsement agreements with NBA players such as Kevin Garnett, Latrell Sprewell and Stephon Marbury. He also helped develop the Streetball television show on ESPN. The company was sold to American Sporting Goods in 2005.

Over the years, he has also held senior legal positions at Moody's and the Publicis Groupe. Mr. Rosan began his legal career at Drinker Biddle & Reath. He received both his undergraduate and law degrees from the University of Pennsylvania.