

MARK FRIEDLANDER

JD, LL.M.

Los Angeles, CA · (818) 416-5229 · markfriedlander@gmail.com · linkedin.com/in/markfriedlander

PROFESSIONAL SUMMARY

Attorney with 15 years of experience at the intersection of law, technology, and high-stakes negotiation. Built and led SAG-AFTRA's New Media department from inception, developing deep expertise in contract strategy, legal risk analysis, and written advocacy across collective bargaining environments covering billions in annual contract value. Known for strong analytical writing, sound judgment in complex matters, and the ability to distill difficult legal and factual issues into clear, actionable work product.

Returning to active legal practice after a period of independent consulting and substantive work in emerging technology. That work sharpened the same analytical and problem-solving instincts that drive good legal work, and reflects a career-long interest in how law and technology intersect. Seeking part-time litigation support where strong research, writing, and issue analysis skills can contribute to an experienced legal team.

PROFESSIONAL EXPERIENCE

Entertainment & Technology Consultant

2015 to Present

Friedlander Consulting | Los Angeles, CA

- Provide legal analysis and strategic counsel to creatives, producers, and early-stage ventures in entertainment and emerging technology
- Draft and review entertainment, IP, and employment agreements; advise on negotiation strategy, rights issues, and contract interpretation
- Prepare written evaluations of legal risk, factual considerations, and strategic options for clients navigating contractual disputes
- Conducted serious independent study of AI systems, evaluating how they function and where they break down. This work built analytical judgment that transfers directly to complex, document-intensive legal matters

SAG-AFTRA

Screen Actors Guild / American Federation of Television and Radio Artists | Los Angeles and New York | 2005 to 2015

Executive Director, New Media and Theatrical

2013 to 2015

- Served as lead negotiator for union contracts covering streaming media and video games, representing over 5,000 members across 2,000 productions annually, with a portfolio value exceeding \$2B
- Managed more than 50 staff across legal and operational functions; coordinated with internal and outside counsel on enforcement matters, legal disputes, and strategic resolution
- Member of the SAG-AFTRA Executive Staff; provided legal and strategic analysis to senior leadership and the Board on complex and sensitive matters

National Director, New Media

2008 to 2013

- Negotiated the first-ever working condition protections and guaranteed compensation structures for performers in digital media, among the first agreements of their kind in the industry
- Contributed to all major collective bargaining negotiations across Television, Theatrical, Commercial, Interactive, and Industrial contracts
- Advised senior leadership and national committees on technology policy, labor trends, and legal strategy; built and led bi-coastal teams

Director, New Media / Business Representative

2005 to 2008

- Founded SAG's first New Media Department, building the organizational structure, policies, and analytical systems from the ground up
- Negotiated and administered contracts across hundreds of films, video games, and new media projects; prepared legal analysis and memoranda for senior staff, committees, and the Board

Adjunct Professor, Entertainment Law

2008

Western State University College of Law | Fullerton, CA

- Taught contracts, IP, talent agreements, and emerging technology law with an emphasis on practical issue analysis and legal reasoning

Attorney

2002 to 2005

Law Offices of Mark Friedlander | Los Angeles, CA

- Negotiated and drafted entertainment contracts for filmmakers, writers, and musicians; counseled clients on IP, licensing, and legal risk

EDUCATION

Southwestern Law School | LL.M., Entertainment and Media Law

Donald E. Biederman Entertainment and Media Law Institute, Cambridge University

California Western School of Law | Juris Doctor

Telecommunications Center Scholar · IP and Entertainment Law Societies

University of Southern California | B.A., Political Science

ADMISSION, AFFILIATIONS AND RECOGNITION

- State Bar of California, Active Member No. 222725 · Intellectual Property Law and Labor and Employment Law Sections
- Speaker at CES, SXSW, Sundance, the American Film Market, AFI, and Digital Hollywood; quoted in Variety, The Hollywood Reporter, and the Los Angeles Times