

GENEVA LASPROGATA SEDGWICK, J.D., LL.M.

Professor of Business Law | Director of Graduate Education

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EDUCATION

LL.M. New York University School of Law
J.D. Villanova University School of Law
Bachelor of Science (Marketing) Boston College

ACADEMIC EMPLOYMENT

Seattle University, Seattle, Washington, 1999 to present

Professor of Business Law, with tenure, 2023 –
Affiliated Professor, Seattle University School of Law, 2023 -
Associate Professor of Business Law, with tenure, 2005 – 2023
Assistant Professor of Business Law, 1999-2005

ACADEMIC LEADERSHIP & INSTITUTION BUILDING

Director, MBA in Sport & Entertainment Management, July 2022 – present

PORTFOLIO

- Develop a strategic vision for both face-to-face and online modalities, including curriculum modification and development.
- Align program goals and learning outcomes with college and university mission.
- Plan and implement networking events for students, alumni, and partner engagement.
- Develop and execute strategies for recruitment; lead team in admissions processes and candidate selection and determination of scholarship awards.
- Recruit and retain faculty with expertise in sport and entertainment marketing, data analytics, technology and management.
- Support faculty and staff development in collaboration with respective department chairs.
- Develop and manage program budget; allocate resources across initiatives, events, marketing.
- Develop with the college marketing director strategies to promote the program.
- Develop with the university graduate admissions and marketing team strategies to market the asynchronous program and recruit candidates.
- Complete assurance of learning analysis; create reports for the associate dean.
- Identify opportunities for community engagement and student volunteering.
- Represent program to rankings professionals to build reputation of the program.

INITIATIVES AND ACCOMPLISHMENTS

- Created, negotiated, and proposed through various departmental and college processes program for asynchronous expansion for fall 2024.

- Developed with the faculty team and program advisory board revised curriculum for both modalities to reflect industry trends while meeting accreditation standards. Curriculum designed to emphasize communication skills, problem-solving and professional development.
- Recruited top industry experts as adjuncts to teach open courses.
- Developed with the approval of the program advisory board and industry partners a revised, rigorous, and competitive curated internship program for students.
- Developed with the faculty team a new undergraduate minor in personal branding in sport and entertainment. Gained approval from respective curriculum committees and college faculty.
- Expanded the mentorship program by recruiting industry executives who are representative of students and evolving disciplines such as data analytics, people and culture, and technology.
- Grew enrollments in the face-to-face program while remaining true to recruitment objectives based on representation.
- Fostered relationships with new program industry partners. Grew opportunities for new student internships across both sport and entertainment verticals.
- Facilitated placement of graduates of internship program in full-time post graduate positions at rate of 88%.
- Collaborated with the faculty and staff team to create a program culture of academic excellence and professionalism, setting new standards for student expectations.
- Encouraged and promoted faculty research, community engagement and scholarship to the advisory board, partners and publicly via social media channels.

University Resident Minister, March 2022 - present

PORTFOLIO

- Provide confidential support, mentorship, and advocacy for students residing in university housing, while residing in freshmen/sophomore housing.
- Act as a liaison between Housing and Residence Life, Campus Ministry, and Faculty within the Division of Student Affairs, facilitating communication and collaboration.
- Respond to student emergencies in the dormitories, offering immediate assistance and support as needed to students and families.
- Mentor and provide guidance to the Area Coordinators and Resident Assistants, fostering a culture of teamwork and professional development.
- Advocate for the needs of neurodivergent students, athletes, and international students, ensuring their unique needs are recognized and addressed.
- Promote mental health awareness and wellness initiatives within the residence hall community, facilitating discussions and workshops on stress management and self-care.
- Support diversity and inclusion efforts, creating an inclusive environment for students from diverse backgrounds and identities.
- Engage in ongoing professional development to stay updated on best practices in student support and counseling services.
- Collaborate with university departments, student organizations, and community resources to enhance the overall student experience.

Director of University Summer Programs, 2017-2020

PORTFOLIO

- Developed a strategic plan for undergraduate summer programs aligned with university goals and mission.
- Identified and implemented opportunities for growth and expansion in undergraduate and high school programs.
- Engaged with local community and high school districts to promote awareness and participation in summer programs.
- Collaborated with academic units including associate deans, department chairs, advising teams, and university athletics to select and create undergraduate summer courses.
- Recruited and managed faculty to design high school program curricula.
- Developed and implemented marketing campaigns to promote summer programs to current students and students from other universities interested in summer credit hours.
- Developed and managed budgets for undergraduate and high school summer programs.
- Met regularly with the leadership of enrollment services (registrar, admissions, financial services) to communicate summer planning and progress.
- Attended trainings and conferences hosted by NAASS (the North American Association of Summer Sessions).
- Coordinated support services for summer program participants, including advising, housing and co-curricular activities.
- Collected and analyzed data on enrollment and program outcomes.
- Ensured that summer programs adhere to university guidelines and legal requirements.
- Fostered a positive and collaborative team environment for interns, staff and faculty engaged in summer programs.

INITIATIVES AND ACCOMPLISHMENTS

- Designed a strategy for asynchronous course offerings across the colleges to achieve growth in undergraduate summer credit hours.
- Recruited and managed a team of undergraduate student marketers/interns to create and implement a marketing campaign for summer programs.
- Hired and managed relationship with external marketing and design firm to create summer logo and produce marketing materials and merchandise for branding summer session.
- Collaborated with student marketing leader on research and presentation at NAASS conference. Co-authored with student and published paper on marketing summer programs in administrative journal.
- Envisioned and collaborated with the vice president of enrollment services a residential summer program for under-represented high school students with common curriculum social justice theme.
- Created a strategic plan for high school summer programs including new staff role in enrollment services, budget, and projections for five years.
- Designed with faculty in the college of business and arts and sciences a high school program on criminal justice, ethics and technology (AI). Highlights included a community project with the Seattle police department to design an algorithm to detect hate/bias crime.

- Applied for, was awarded, and negotiated final grant terms with AI4All, a non-profit funding organization, to fund over three years of scholarships for students in the high school program on technology.
- Created curriculum with the college of business faculty for a high school program on entrepreneurship. Worked with the college fundraising team to secure funding for student scholarships.

Provost Fellow, Seattle University Advance Grant, 2021-present

The university's "Advance" program originated with a National Science Foundation Advance Institutional Transformation Award in 2016. The program's goal is institutional, cultural, and structural transformation to align expectations and faculty reward structures with educational mission. The work focuses on cultivating institutional changes necessary to implement a sustainable faculty development path toward advancement that includes recognition and reward of traditionally hidden or under-valued work. Key milestones include the revision of university guidelines for promotion to full professor, as well as the implementation of workshops and mentoring sessions for faculty. In this role I collaborate with the associate provost for Advance and other faculty fellows to design and implement workshops. I have also represented the Advance team as a liaison to the college of business; co-chaired the college task force on promotion standard revision; drafted new college guidelines in compliance with the new university faculty guidelines; hosted faculty meetings and workshops to engage college faculty in the work; and, with the college team, successfully obtained a majority college vote for the new college standards for scholarship and promotion to full professor. See [Seattle University Magazine Winter 2024 by Seattle University - Issue](#) pages 14-15, 36.

Director, University Center for the Study of Justice in Society, 2009-2011

The Center for the Study of Justice in Society was a faculty scholarship center supported by the provost's office. Under my leadership the center awarded funding to support faculty research concerning justice topics and community-engaged research; hosted writing workshops led by expert authors; collaborated with the colleges and the center for community engagement to promote under-valued areas of research such as in the arts; and recruited and collaborated with the faculty board and fellows to create a five-year strategic plan.

TEACHING

- Law and Ethics in Business Analytics
- Business Law and the Regulatory Environment
- International Business Law; International Human Rights
- Law and Corporate Social Responsibility
- Negotiations
- Sport and Entertainment Law

Other Teaching

International Study Tour, Faculty Lead, India, 2011

International Study Tour, Faculty Lead, China, 2006

RECENT CURRICULUM AND PROGRAM DEVELOPMENT

2022-	Ongoing Curriculum Revision for MBA in Sport and Entertainment Management Program; Professionalism and Diversity Education; Undergraduate Minor in Personal Branding; Online Curriculum Design
2022	Housing and Residence Life: Steering Committee to Create Curriculum to Enhance the Student Residential Experience
2020-2021	Albers Anti-Racist Curriculum Development (Participation in “ARC” Training and Revision of Undergraduate Business Law Class)
2018-2020	Seattle University Summer Scholars Program (Pre-College Programs): SeattleU AI4ALL Partnership for Under-Represented Students; Ethics, Criminal Justice, and AI; Racism in America in Criminal Justice and Technology
2017-2020	Master of Science in Business Analytics and Online Master of Science in Business Analytics (Course Development for Law and Ethics in Business Analytics)
2017-2020	Director of University Summer Programs (Expansion of Undergraduate Course Offerings in Summer Quarter, Including Online and Innovative Pilots; Summer Scholars Programs for High School Students)
2016-2018	Robert D. O’Brien Endowed Chair in Business: Facilitation of Curricula Ethics Integration Across the Undergraduate Business Core

AWARDS & PROFESSORSHIPS

2021-2022	Faculty Fellow, Initiative for Ethics in Transformative Technologies (scholarship)
2020-2021	Faculty Fellow, Albers Center for Business Ethics (scholarship)
2020-2021	Collaborative Online International Learning (COIL) Scholar (curriculum)
2017	The Michael and Elizabeth Ruane Award for Undergraduate Business Education Innovation (curriculum)
2016-2018	Robert D. O’Brien Endowed Chair of Business, Albers School of Business & Economics (curriculum and scholarship)
2007-2010	Eva Albers Professorship, Albers School of Business & Economics (scholarship)

SCHOLARSHIP

Works in Progress

G. Lasprogata Sedgwick, “Regulating the Wellness World: Proposed Policy Reform and Legislation to Protect Consumers Against Ongoing Abuse” (Consumer Protection)

Published Articles

G. Lasprogata Sedgwick, B. Ruppert and Z. Zenteno, “A By-Product of Summer Programs: Student Marketers and Career Readiness,” *Summer Academe: A Journal of Higher Education* (2021).

G. Lasprogata and T. Noble Foster, "Fostering Integrative and Interdisciplinary Learning: A Business Law Exercise in Social Entrepreneurship, Global Health Innovation, and Cloud Technology." *Atlantic Law Journal*. Volume 18 (2016).

G. Lasprogata, "Values Change for Survival." *Journal of Law, Business and Ethics*. Volume 20 (2014).

M. Cotten and G. Lasprogata, "Corporate Citizenship & Creative Collaboration: Best Practices for Cross-Sector Partnership." *Journal of Law, Business and Ethics*. Volume 18 (2012).

N. King, G. Lasprogata and S. Pillay. "Workplace Privacy and Discrimination Issues Related to Genetic Data: A Comparative Law Study of the European Union and the United States." *American Business Law Journal*. Volume 43 (2006).

R. Toh, F. DeKay and G. Lasprogata. "Attrition Clauses: Outstanding Issues and Recommendations for Meeting Planners." *International Journal of Hospitality Management* 24 (2005).

G. Lasprogata, N. King and S. Pillay. "Regulation of Electronic Employee Monitoring: Identifying Fundamental Principles of Employee Privacy through a Comparative Study of Data Privacy Legislation in the European Union, United States and Canada." *Stanford Technology Law Review* 4 (2004).

G. Lasprogata and M. Cotten. "Contemplating 'Enterprise': The Business and Legal Challenges of Social Entrepreneurship." *American Business Law Journal* Volume 41:1 (2003).

G. Lasprogata and D. Lockwood. "Digital Signatures: Rescuing Authentication Technology from a Premature Demise." *The Journal of Strategic E-Commerce*, Volume 1:1 (2003).

G. Lasprogata and N. King. "What's in a Domain Name? Online Simulation Delivers Virtual Dispute Resolution Experience for Business Law Students." *The Journal of Legal Studies Education*, Volume 20:2 (2002).

G. Lasprogata. "Virtual Arbitration: Contract Law and Alternative Dispute Resolution Meet in Cyberspace." *The Journal of Legal Studies Education*, Volume 19:1 (2001).

Public and Other Scholarship

Journey Into Yoga Cults, Episode 9: "Fear Not the Legal Threats and Bullying Tactics" (2022). Published by Apple and Spotify. (Law, Wellness Industry, Employment Discrimination)

G. Lasprogata and N. Colaner, "Ethics and Law in Data Analytics" (2018---), Microsoft Professional Certification, now **LinkedIn Learning**, <https://www.linkedin.com/learning/ethics-and-law-in-data-analytics/welcome> (30,000 participants globally; 4.7/5 rating)

G. Lasprogata Sedgwick. "Facial Recognition in Hiring: Occupational Segregation on Speed." <https://www.seattleu.edu/business/centers-and-programs/center-for-business-ethics/ethics->

[matters-blog/blog-posts/facial-recognition-in-hiring-occupational-segregation-on-speed.html](https://www.seattleu.edu/business/centers-and-programs/center-for-business-ethics/ethics-matters-blog/blog-posts/facial-recognition-in-hiring-occupational-segregation-on-speed.html) (April 2021) (Ethics Matters Blog)

J. Smith and G. Lasprogata Sedgwick, “Data Privacy and Contact Tracing.” (May 2020) <https://www.seattleu.edu/business/centers-and-programs/center-for-business-ethics/ethics-matters-blog/blog-posts/data-privacy-and-contact-tracing.html> (Ethics Matters Blog)

G. Lasprogata, D. Melnick, C. Blanchard, and E. Luysterborg, WebLife, Inc. Panel at 2015 (ISC)2 Security Congress “Big Brother Can Leave the Building – Privacy’s Got This.” (2015 ASIS International Annual Meeting) Anaheim, California.

G. Lasprogata, D. Melnick, S. Mott, and R. Goel, WebLife, Inc. Panel at 2015 (ISC)2 Security Congress “Is This Thing On? What Your Employees Are Really Doing Online at Work” (2015 ASIS International Annual Meeting) Anaheim, California.

G. Lasprogata, “Modern Technology and Expanding Protection for Employee Privacy Rights,” Canadian Civil Liberties Association (June 2014) Toronto, Canada.

Academic Presentations

G. Lasprogata Sedgwick, “Applying the Skills of Nonviolent Communication to Teach an Anti-ISM Curriculum in Business Law,” 2022 ALSB Annual Conference, (July 27-31), in Louisville, Kentucky.

G. Lasprogata Sedgwick, “The Business of American Yoga: Teaching the Fundamentals of Business Law in a Contemporary Cultural Context,” 2022 ALSB Annual Conference, (July 27-31), in Louisville, Kentucky.

G. Lasprogata Sedgwick and C. Rodriques, “Using Technology for Intercultural Exchange, Collaboration, and Teamwork: A Jesuit Model,” Colleagues in Jesuit Business Education (CJBE) (July 2021) Virtual.

G. Lasprogata Sedgwick et al, Panel Organizer, Moderator and Contributor, “Designing and Delivering an Anti-Racist Curriculum in Business Law,” Academy of Legal Studies in Business Annual National Conference (August 2021) Virtual.

G. Lasprogata Sedgwick, “Facial Recognition in Hiring: Business Efficiency or Occupational Segregation on Speed?” Pacific Northwest Academy of Legal Studies in Business (PNALSB) (April 2021) Virtual.

G. Sedgwick, J. Sedgwick, and Z. Zenteno, “Creating a Win Win: Building a Successful Summer Programs Marketing Campaign with Student Marketers,” NAASS Annual National Conference (November 2019), New Orleans, LA. (Undergraduate Student Co-Presenter)

J. Smith, G. Lasprogata-Sedgwick, and N. Colaner, “Responsible Disruption: Teaching Ethics and Law in the Analytics Curriculum,” Panel Presentation at The Global Jesuit Business Ethics Conference (July 2019) Santa Clara, CA.

G. Lasprogata et al, "An Interdisciplinary Mashup: Humanities and Business Education Blend for Student Success," International Association of Jesuit Business Schools (July 2018), Seattle, WA.

G. Lasprogata, "Fostering Liberal Arts Learning in Business Education" Through the Eye of the Needle: Conference on the Commitment to Justice in Jesuit Higher Education (August 2017), Seattle, WA.

G. Lasprogata, M. Gould and T. Noble Foster, "A Law and Ethics Mashup for Millennials: Identity Workplace Discrimination Comes of Age in Social Media" Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2017), Vancouver, BC.

G. Lasprogata, "Justice in the Workplace: Privacy Rights and Sexual Orientation Collide in Social Media", Academy of Legal Studies in Business Annual National Conference (August 2016), San Juan, PR.

G. Lasprogata, "The Value of Creating a Personal Charter for Business Students" Aspen Institute Undergraduate Education Consortium Annual Meeting (June 2015), University of Michigan, Ann Arbor, MI.

G. Lasprogata and T. Noble Foster, "Social Entrepreneurship: Improving Conditions on the Ground Using Technology in the Cloud," Academy of Legal Studies in Business Annual National Conference (August 2014), Seattle, WA.

G. Lasprogata and T. Noble Foster, "Negotiating Cloud Computing Contracts: A Simulation Exercise for Business Law Students," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2014), Vancouver, BC.

G. Lasprogata and T. Noble Foster, "Uncle Sam Wants Your Data: Counterterrorism, National Security Letters, and the First Amendment," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2013), Seattle, WA.

M. Cotten and G. Lasprogata, "The Business and Legal Challenges of Cross Sector Partnerships in the Fight for Human and Environmental Rights – The Need for Creative Collaboration," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2009), Portland, OR.

G. Lasprogata, Panelist, "Towards An International Framework for Data Protection," Academy of Legal Studies in Business Annual National Conference (August 2005), San Francisco, CA.

N. King and G. Lasprogata. "Workplace Privacy and Discrimination Issues Related to Genetic Data: A Comparative Law Study of the European Union and the United States," Academy of Legal Studies in Business Annual National Conference (August 2005), San Francisco, CA.

N. King and G. Lasprogata. "A Comparative Law Study of the U.S. and EU Approaches to Regulating Privacy and Nondiscrimination of Genetic Information in the Workplace," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2005), Vancouver, BC.

T. Noble Foster and G. Lasprogata. "Assessment Can Be Fun! Using the ALSB National Assessment Instrument in A Technology Game to Motivate Student Learning," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2004), Seattle, WA.

G. Lasprogata, N. King and S. Pillay. "To Monitor or Not to Monitor: Designing a Multi-Jurisdictional Paradigm for Corporations in the Wake of Emergent Workplace Privacy Protection in the United States, European Union, and Canada," Academy of Legal Studies in Business Annual National Conference (August 2003), Nashville, TN.

G. Lasprogata and N. King. "Current Privacy Issues in Electronic Monitoring of the Workplace: A Comparative Law Analysis," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2003), Portland, OR.

N. King and G. Lasprogata. "Simulating Online Dispute Resolution Processes for Trademark/Domain Name Disputes," Pacific Northwest Academy of Legal Studies in Business Regional Conference (April 2002), Vancouver, BC.

G. Lasprogata and M. Cotten. "Contemplating Enterprise: Sustaining Social Value in the New Millennium," Academy of Legal Studies in Business Annual National Conference (August 2001), Albuquerque, NM.

SERVICE

2022-2023	President Elect and Conference Co-Chair, Pacific NW Academy of Legal Studies in Business (Conference hosted at Seattle University, April 2023)
2022-2023	Co-Chair, Technology Law Committee, Academy of Legal Studies in Business
2021-2022	Co-Chair, College of Business Advance Standards Committee: Proposed, Negotiated and Drafted New Standards for Faculty Promotion to Full Professor
2021	Chair, College of Business Student Evaluation Instrument Review Task Force
2021	University Student Advising Task Force
2019-	Program Mentor, Albers 3-3 Business and Law Undergraduate/Law School Program
2016-2023	College of Business Diversity, Equity, and Inclusion Committee Member
2016-2023	College of Business Personnel Committee
2017	National Endowment for Humanities Grant Review Team
2014-2017	University Representative to Aspen Institute Center for Undergraduate Business Education (humanities integration in business and STEM)
2008-2010	Faculty Representative, Office of Multicultural Affairs
2008	Seeds of Compassion Seattle (Dalai Lama), Facilitator for Pacific Northwest First Nations Gatherings
2008	University Delegate, Mexico Immersion
2007-2008	<i>Opus Prize Presidential Steering Committee</i> . One-million-dollar award granted by the Opus Foundation for the humanitarian of the year.
2007	University Delegate, Nicaragua Immersion
2007	College of Business Joint MBA-JD Review Committee

2007-2011 University Representative to American Indian Institute (Attend First Nations gatherings nationwide; collaborate with tribal leaders on curriculum revision projects; fundraise for Pacific Northwest tribes and organizations)

2006-2007 College of Business MBA Assessment Group

2006 University Event Chair, *The Path of the Spirit: Indigenous Rights, Intercultural Dialogue and A Collective Response to Preserve Diversity*. Two-part interdisciplinary event including a professional conference (*Who "Owns" Nature? Biotechnology, Bioprospecting, and Indigenous Peoples' Rights*) and a celebration of cultural diversity and the arts (*La Pena*)