



SHANNON R. DUNHAM

OF COUNSEL

St. Louis, MO

314.259.4708

sdunham@atllp.com



Shannon Dunham represents companies in business and transactional matters, including mergers and acquisitions, and the negotiation of enterprise-level agreements, including technology, software and content licensing and development.

Backed by over 20 years of broadband and telecommunications industry experience, including nine years as in-house counsel at a publicly traded Fortune 100 operator, Shannon has provided legal support for all aspects of technical operations. She leverages that experience to serve her many broadband, telecommunications and media clients today. In each instance, Shannon listens carefully, and asks the right questions to gain a clear understanding of their business needs and goals. By integrating into the client's operations, she is able to respond swiftly, identify opportunities and address operational issues effectively. Always striving for efficiency and risk minimization, she takes a proactive approach, anticipating concerns and proposing solutions before problems arise.

She has functioned as outside general counsel, advising broadband companies on their general operations and a host of business matters. She has developed compliance programs, privacy policies, conducted internal audits and has led, managed and coordinated interdisciplinary teams on numerous special projects.

Her experience further extends to advising clients across various industries on procurement and consumer protection issues including advertising and promotions, and issues regarding sweepstakes and contests.

BACKGROUND

Prior to joining Armstrong Teasdale, Shannon was a member in the Denver office of a national law firm. She also has extensive broadband and telecommunications industry experience; she spent nine years in-house, including serving as Vice President-Legal, at a publicly traded Fortune 100 broadband operator.

EDUCATION

- Washington University in St. Louis (LL.M., 1999)
 - Taxation
- Washburn University (J.D., 1998)
- Southern Illinois University (B.A., 1995)
 - Mass Communications and Business Marketing

SERVICES AND INDUSTRIES

Corporate

Government Relations and

Public Policy

Mergers and Acquisitions

Outside General Counsel

Data Innovation, Security and

Privacy

Technology Transactions

Consumer Products and

Services

Sports, Media and

Entertainment

ADMISSIONS

Missouri

PROFESSIONAL ACTIVITIES

- Meridian Society
- Betsy Magness Leadership Institute, Class XV (Fellow)
- Women in Cable Telecommunications Midwest Chapter

CHARITABLE AND CIVIC INVOLVEMENT

- Court Appointed Special Advocates, Jersey County, Illinois, Chapter
- Erce, LLC

EXPERIENCE

Created Governance Documents for National Institute of Corrections

Drafted governance documents and intergovernmental agreements relating to criminal justice information sharing among local justice and community health stakeholders adopted by the National Institute of Corrections in its revision of the *Guidelines for Developing a Criminal Justice Coordinating Committee*.

Transactional Agreements for Telecommunications Company

Negotiated billions of dollars in transactional agreements for a Fortune 100 telecommunications, broadband and media company, including multiple system acquisitions and divestitures to enhance geographical efficiencies. The disposition of rural systems ultimately positioned the company to complete a merger with another major player in the industry.

Negotiated Retransmission Consent Cycles for Broadband Company

Negotiated three retransmission consent cycles for a broadband telecommunications company. Managed the increasing costs of sports and entertainment programming while setting a foundation to enable the company to expand operations into new markets.

On-Demand Content Distribution Platform for Yoga Company

Launched an on-demand content distribution platform for a national yoga studio chain. The client had a short window in which to complete the production, licensing, and distribution agreements. Worked closely with the client to launch the services efficiently, and to expand the on-demand presence during the COVID-19 pandemic.

Information Sharing Agreement for Criminal Justice Council

Coordinated with a multi-agency Criminal Justice Coordinating Council to draft an information-sharing agreement. Regulatory limitations on sharing certain types of protected data were balanced with the agencies' need to facilitate a free flow of information in the interest of public health and safety.

Wind-Down of Fantasy Sports Subsidiary

Completed the wind-down of a client's fantasy sports subsidiary. Transitioned customer accounts off service. Negotiated and managed the early termination of multiple operating agreements to minimize cost and disruption to the client's ongoing operations.

