

Restructuring the USTA's Digital Platform

Our attorneys helped the United States Tennis Association (USTA) embark on a transformation of its online properties. Focused around a multi-faceted relationship with its principal technology consultant, the project included a complete restructure of the USTA's digital platform through a series of contracts with numerous software giants. Pullman attorneys partnered with USTA in-house counsel, finance, and technology staff to shepherd the negotiations to a successful conclusion. Additionally, USTA rolled out a new public-facing site, and rebuilt its underlying infrastructure, including its web content management system as well as its analytics and member database platforms. With its innovative design and features, the new website is be a boon to tennis fans everywhere.

Professionals

Russell F. Anderson
Andrew C. Glassman

Practice Areas

Business and Finance
Marketing, Advertising and Entertainment