



As a problem solver, I try to put myself not only in my client's shoes but also in the opposing side's shoes, to gain a better understanding of how to resolve the differences.

overview

Bob Wallace represents teams, prospective buyers of sports teams, companies interested in sports marketing, and civic and government entities facing team relocation or facility issues.

Bob has cultivated more than 30 years of experience in both the St. Louis business community and the national sports arena through his past executive and legal work for the Philadelphia Eagles and the St. Louis Football Cardinals.

He spent 16 years with the Rams, serving as the team's executive vice president and general counsel. During his 30-year career in professional football, Bob was one of the highest-ranking African-American club executives in the National Football League. He led the Rams' operations and business departments during two Super Bowl appearances, managed the team's \$200 million budget and served as lead negotiator in the renaming of the Rams' stadium to the Edward Jones Dome.

In his sports law practice, Bob also assists players, coaches and executives with contract negotiations and separation agreements, and serves as an NFL-approved hearing officer for violations of the league's drug and conduct policies.

Bob also served for several months in 2024-25 as interim president of Explore St. Louis. The agency is the driving force behind St. Louis' convention and tourism industry, the official destination marketing organization of St. Louis City and County, and operator of the America's Center Convention Complex and The Dome.

Bob has taught sports law as an adjunct professor at both Washington University School of Law and Saint Louis University School of Law. He also wrote a weekly magazine column, "Business Philosophy," and has authored several other articles on sports law topics.

Bob is co-chair of the firm's African American/Black [affinity group](#).

Robert

Robert E. Wallace Jr.
Partner

rwallace@thompsoncoburn.com

St. Louis
D - (314) 552-6509

MY SERVICES

Corporate Law
Higher Education
Sports
Drone Law

EDUCATION

Georgetown University Law Center, J.D., 1981
Member, Georgetown University Athletic Advisory Committee
National Institute of Continuing Education
Yale University, B.A., 1978
Yale Varsity Football Letterman
Founder and Coordinator, Black Athletes at Yale

ADMISSIONS

Missouri

affiliations

Professional

- Sports Lawyers Association
 - Past president
- St. Louis Sports Commission
- American Bar Association, Forum on the Entertainment and Sports Industries
- The 2007 Final Four Bid: St. Louis Organizing Committee
 - Co-chair
- The 2005 Final Four: St. Louis Organizing Committee
 - Treasurer
- Association of Attorney-Mediators
 - Member

Community

- The Productive Living Board for St. Louis County Citizens with Developmental Disabilities
 - Vice Chair, 2021-Present
- Governor's Council on Disabilities
 - Appointed by Gov. Jay Nixon in 2010
- University of Missouri-St. Louis
 - Chancellor's Council, 2005-2021
- Giant Steps
 - Chairman of the Board of Directors, 1999-Present
- Urban League of Metropolitan St. Louis
 - Treasurer
 - Board of Directors, Past Chairman
- St. Louis Regional Business Council
 - Board of Directors, 2007-2009
- United Way of Greater St. Louis
 - Board of Directors, 2003-2009
- Webster University School of Business
 - Board of Advisors, 2001-2012
- St. Louis Regional Chamber & Growth Association
 - Board of Directors, 2000-2009

recognitions

- Listed in "The Best Lawyers in America®" (by BL Rankings), 2015-2025

- Named to "The Missouri Lawyers Weekly" POWER List for Sports & Entertainment Law, 2023

publications

- **"How Can a University Manage an All-Powerful College Coach?"**
Legal Issues in College Athletics, March 2015
- **"It Happened In Happy Valley"**
Sports Litigation Alert, August 10, 2012
- **"The Gladiators Must Perform"**
Sports Litigation Alert, June 1, 2012
- **"The Book of Basketball: It's All About Winning"**
Sports Litigation Alert, July 29, 2011
- **"Mediation in Professional Sports Disputes"**
Sports Litigation Alert, June 17, 2011

presentations

- **"Labor Relations in Professional Sports: Does Federal Law Level the Playing Field?"**
2012 8th Circuit Judicial Conference August 9, 2012
- **"Ethics for Sports Lawyers, The Lawyer's Dilemma: Ethics vs. Reality"**
2012 Sports Lawyers Association Annual Conference May 12, 2012
- **"Tips from the Pros; Winning Contract Negotiations and Representing Challenging Clients"**
Missouri Bar CLE/Washington University School of Law, February 17, 2011