

Mike Perrin Interviewed on LEAD1 Podcast About Unique Career and the Future of College Sports

12.01.20

Winstead PC attorney and former athletic director at the University of Texas ("UT"), [Mike Perrin](#) was interviewed by LEAD1 Association ("LEAD1") CEO, Tom McMillen, for an episode of the "LEAD1 Angle with Tom McMillen" podcast. The pair discussed Perrin's storied career and some of the biggest issues in college sports today.

Perrin is a veteran trial attorney who works closely with Winstead's practice and industry groups as a senior advisor. He advises business leaders on advancing ventures, strategic planning, complex transactions, risk management and business disputes, with a specific focus on the higher education and sports industries.

In the podcast, McMillen and Perrin discussed the economic and societal ramifications of COVID-19. Ticket sales, sponsorships, concessions, parking, and other revenue streams associated with college sports have been cut. There may be lasting effects, even beyond a potential vaccine, such as sports fans' heightened sensitivity to big crowds, less travel among schools, and more live streaming of sporting events. The current collegiate model may also soon change with the NCAA expected to soon vote on name, image, and likeness (NIL) rule changes, possible regionalization of sporting contests, and potential conference realignment when some of the larger television contracts expire in the next several years.

With the collegiate sports model continually heading towards full professionalization, perhaps the biggest takeaway from this LEAD1 Angle episode is that the value of a full collegiate scholarship should still not be overlooked. With the reality that very few student-athletes advance to play their sport professionally, the value of a debt-free education is still very real and can have a positive ripple effect on future generations, all while yielding immediate tangible benefits. Perrin also shares his message to young aspiring sports professionals, and his outlook on the future of college sports.

The LEAD1 Angle can be found on the following platforms:

- [Apple Podcasts](#)
- [Spotify](#)
- [LEAD1 Association Website](#)

About Winstead

Winstead is a national business law firm with nearly 300 attorneys who serve as trusted advisors to emerging, mid-market and large companies, both public and private. The Winstead team provides a range of core legal services that are critical to our clients achieving their business goals. Winstead's business transactions and litigation practices serve key industries including airlines, financial services, healthcare, higher education, investment management/ private equity, life sciences, real estate, and sports business.