

What's In a Name? Perspectives on Name, Image, and Likeness Panel Biographies



Moderator: Hugh Tomlinson

Director of Development & Gift Planning, [Seminole Boosters](#)

Hugh Tomlinson serves as Director of Development and Planned Giving for the Seminole Boosters, where he specializes in complex and deferred gifts. He is a Thomasville, Ga. native that came to Tallahassee to attend Florida State University where he graduated in 1994 with a bachelor's degree in Economics. Hugh is a current and longtime board member and a four-time President of the Tallahassee Quarterback Club and the Chairman of the Board of Governors for the FSU Dunlap Champions Club.



Ben Chase

Director of NIL Strategy, [University of Florida](#)

“Ben Chase, joined the Florida Gators in late January as their new Director of NIL Strategy. He is an Orlando, FL native, 2014 University of Florida, Warrington College of Business, and 2017 George Washington University Law graduate. Licensed to practice law in the state of Florida, Ben transitioned into the NIL space in November 2021 where he started as a consultant, and ended as the Director of NIL Strategy for Blueprint Sports, a NIL Collective Launch and Management company.

Ben's role included assisting on NIL Collective Launch pitches to prominent boosters, ADs, and Presidents at universities across the country, as well as hearing pitches from 3rd NIL companies looking to collaborate with collectives, or student-athletes. Prior to joining the Gators, Ben travelled the country attending 77 college football games in a single season, while also continuing to consult for 3rd party NIL companies and alumni looking at launching their own collectives.”



Will Cowen

Chief Operating Officer, [Rising Spear](#)

Will Cowen is the Chief Operating Officer of Rising Spear, a platform that develops Name, Image and Likeness (NIL) opportunities for Florida State University student-athletes. He joined Rising Spear in April 2022, after serving as the Director of Player Development for the FSU women's basketball program for four years. As the COO of Rising Spear, Cowen's main role is to cultivate local relationships between FSU student-athletes, businesses, charities, boosters and fans. He also works with MarketPryce,

a company that connects athletes and agents with brands for sponsorship and marketing opportunities.

Cowen has extensive experience and knowledge in the NIL landscape. He co-chaired FSU's campus-wide NIL Taskforce from 2019 to 2021 and played a key role in launching APEX, FSU's NIL program that prepares student-athletes for the Intercollegiate Athlete Compensation and Rights bill.



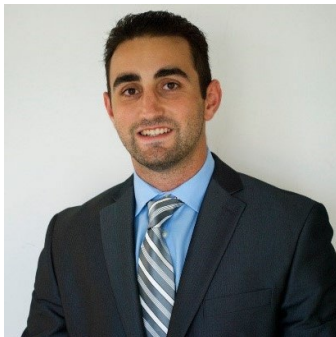
Michaela Edenfield
Catcher, [FSU Seminoles Softball](#)

Michaela Edenfield is a catcher for the FSU Seminoles Softball team, which most recently went all the way to the 2023 Women's College World Series championship finals. In addition to her impressive accolades as a softball player, Michaela has a following on social media for her makeup tutorials. A sophomore from Sneads, Fla., she is majoring in Business with the dreams of becoming a media marketing manager for either a sports team or sportswear company.



Will Hall
Attorney, [Dean Mead](#)

Will Hall is an attorney at Dean Mead and focuses his practice on administrative and civil litigation, primarily involving Florida state agencies and regulated entities. He has represented numerous private and public clients, with particular experience handling cases involving state procurements/bid protests, state licensing, and administrative rules/rulemaking. He also serves as outside counsel to two related name, image, and likeness entities that work with intercollegiate athletes.



Joe Hernandez
Founder and CEO, [Just Win Management Group](#)

Joe Hernandez, founder of Just Win Management Group, is a Florida State University graduate and 2013 College Football National Champion. He is a pioneer in the NIL space who currently represents FSU Quarterback Jordan Travis, New Orleans Saints Quarterback Jameis Winston, FSU Running Back Trey Benson among others as well for their marketing and endorsement opportunities.