



Melanie Frank

Vice President & Deputy General Counsel Melanie Sims
The New York Racing Association

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Frank brings deep experience in sports and entertainment to the position of Vice President & Deputy General Counsel for the New York Racing Association (“NYRA”). Ms. Frank provides counsel on a variety of matters with a specific focus on compliance and regulatory licensing for NYRA’s subsidiaries and affiliates in the 37 jurisdictions in which its advance deposit wagering platform is available. She also serves as an officer for NYRA Content Management Solutions, which provides simulcast purchase and sales services to thoroughbred and standardbred tracks around the country.

Ms. Frank joined NYRA in 2018 from Amme Consulting Services, a Los Angeles-based consulting and legal services company focused on sports and entertainment. Previously, she served as Vice President, Assistant General Counsel and Assistant Secretary at Panavision International, L.P. s where she had oversight responsibility for legal matters affecting the company’s global business consisting of more than 65 offices in 11 different countries worldwide; and as Associate General Counsel at TVG Network, the sports-oriented interactive television network dedicated to horse racing where she counseled and advised executive and management teams on a broad range of legal matters and introduced strategies that expanded its broadcast-fee model to substantially increase revenue and subscribers.

Ms. Frank has received various awards for her legal work including being named “Top 10 Deputy General Counsel” by the Daily Journal and “Top 100 Female Executives” by the Los Angeles Business Journal Women Making a Difference. Ms. Frank has also served on various boards and committees including that of President of Southern California’s largest in-house counsel bar association, the Association of Corporate Counsel.

Frank earned her law degree (cum Laude) from Howard University School of Law, where she was a Merit Scholarship recipient; and a B.A. degree (summa cum laude) in Communications from Lehman College