

Michael Schwimmer



Michael brings a unique combination of experience and skills to his commercial mediation practice: lawyer, corporate executive, and business leader.

After an early stint in business litigation, Michael moved to Brazil and kicked off a decade of international law practice and corporate counsel roles. Deeply interested in the business of his clients, Michael transitioned from legal counsel into executive management roles, where he spent more than 25 years leading both start-up and large-scale media and entertainment organizations through growth, high-stakes negotiations and the legal disputes that happen along the way.

Over his career as a CEO, President, and Executive Vice President in media companies such as TelevisaUnivision, Sling TV, Fuse Media, and Dish Network, Michael was responsible for the negotiation of a wide range of business agreements across such diverse areas as intellectual property licensing and distribution, investments, partnerships, M&A, finance, corporate governance and employment, among many others.

Michael continues to focus on these areas in his dispute resolution practice. Leveraging his deep practical knowledge and expertise, Michael works tenaciously with counsel and clients to reach resolution and settlement, providing a steady hand, guidance and—when helpful—even a bit of humor.

Fluent in Spanish and Portuguese, with extensive experience in Latin America, Michael also offers a multicultural and international dimension to his mediation practice.

Schwimmer Mediation

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Michael Schwimmer - CV

Michael Schwimmer is a commercial mediator with more than 35 years of experience as a corporate attorney and senior business executive. His mediation practice reflects a deep understanding of how organizations assess legal, financial, and operational risk, and how complex commercial disputes are evaluated and resolved in real-world business settings.

Schwimmer Mediation, Commercial Mediator

2024 – Present

I mediate complex commercial disputes involving intellectual property, investments, partnerships, M&A, finance, corporate governance, and executive employment matters. My approach emphasizes detailed preparation, realistic risk assessment, and creative solutions as necessary. I work closely with counsel and business principals to move parties beyond positional bargaining toward lasting resolution. Practice includes cross-border matters involving U.S. and Latin American companies, with complete language proficiency.

Executive Experience

TelevisaUnivision, President, Global Platform Strategy & Revenue

January 2022 – May 2023

Led corporate strategy and content sales team for recently merged Univision (US) and Televisa (Mexico), world's largest Spanish language media company. Responsible for partnerships driving \$2B+ annual sales revenue throughout the US and Latin America.

Sling, Group President Sling; Executive Vice President Dish Media

June 2020 – January 2022

Executive leader of streaming media pioneer Sling TV; management responsibility for \$2B+ revenues generated by subscription services and advertising sales across both Dish and Sling.

Sling, EVP, International, Business Development & Strategy

June 2019 – May 2020

Responsible for international television content streamed by Sling TV, consisting of more than 400 global television networks and related SVOD apps.

Fuse Media, Chief Executive Officer

September 2005 – May 2019

Led management team that created largest independent cable network in U.S. (Fuse) and sister network (FM). Successfully raised investment capital (equity and debt), including \$240M bond offering to acquire Fuse network. Crafted bespoke partnership (investment, production, and marketing) with global artist Jennifer Lopez.

Dish Network, Executive Vice President, Programming; Marketing; Ad Sales

July 1996 – August 2005

Key member of management team, from startup to Fortune 500 company. Built out and managed key areas of the content division, including licensing, business development, finance, and legal. Oversaw multibillion-dollar content licensing budget and negotiation with all major media companies. Imported and launched over 100 foreign language pay television channels from countries worldwide, creating the largest business of its kind in the U.S.

Schwimmer Mediation

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Board Membership

National Association of Television Programming Executives (NATPE)

2018-2022

NAACP Board of Entertainment Advisors

2018-2019

Peabody Awards

2018-2019

SíTV/Fuse 2004-2019

Awards

Multicultural Leadership Award, 2014

Broadcasting & Cable and Multichannel News

Executive Leadership Award, 2015

T. Howard Foundation

Top 100 Executives, 2016, 2018 and 2021, CableFax

Education

Mediation Certificate

Straus Institute for Dispute Resolution, Pepperdine University

Stanford Executive Program

Stanford University Graduate School of Business

Juris Doctor, Law

University of San Francisco School of Law

Bachelor of Arts, Spanish and Economics

University of California, Santa Barbara

Languages

Spanish: fluent

Portuguese: fluent

Michael Schwimmer - CV

Legal Experience

EchoStar Communications (Dish Network), Associate General Counsel

July 1996 – June 1997

Areas of focus: intellectual property, licensing, hardware distribution and retailer agreements

Wireless Telecom, Inc., Corporate Counsel

January 1994 – June 1996

Areas of focus: telcom partnerships, hardware purchase agreements, and software licensing and distribution

GeoVision Systems, Inc., General Counsel

January 1993 – December 1993

Areas of focus: litigation management, labor, international software distribution and licensing

Baker McKenzie (São Paulo, Brazil; New York, NY), Associate

April 1988 – December 1992

Areas of focus: foreign investment, technology regulation, trademark, and software licensing and distribution

Frandzel & Share, Associate

September 1986 – January 1988

Areas of focus: commercial litigation

Licenses/Mediation Panels/Affiliations

- **Licenses** - California State Bar; U.S. District Court, Central District of California
- **Mediation Panels** - U.S. District Court, Central District of California, Mediation Panel; Los Angeles Superior Court, Mediation Volunteer Panel; Los Angeles Superior Court, Resolve Law Program Panel
- **Affiliations** - American Bar Association; Los Angeles County Bar Association (Executive Committee: International Law Section and ADR Section), Beverly Hills Bar Association, Southern California Mediators Association
- **Other** - FINRA Arbitrator