



Billy-Dee Greenwood
Partner

Billy-Dee Greenwood has over 20 years of leadership experience in compliance investigations and insurance services. Former consensus high school All-American Defensive Back, 5-star, #1 ranked athlete in the country and Division I scholarship athlete @ UNC-Chapel Hill. Billy-Dee is a certified Athlete Agent in North Carolina, Alabama, Arkansas, Mississippi, New York, and Rhode Island. He will assist clients with operations around NIL activities including marketing strategies, talent evaluation, NCAA transfer portal and NIL agreements for EMPOWER.

Experience

Billy-Dee is an innovative thinker and energetic leader with measurable executive acumen. Vice President of Claims Services with responsibility, oversight, and leadership of the Special Investigations Unit (SIU) & Centralized Operations. Experience in risk management, sanctions, compliance and investigations provides unique insight into the ever-changing landscape of collegiate athletics. Billy-Dee's experience as a former athlete (basketball/baseball) and four-year football letterman has enabled him to cultivate relationships with athletes, coaches, scouts, and executives. Exceptional talent evaluator utilizing advanced industry recognized tools and data analytics to support athletes development.

Working knowledge and analysis of various NIL agreements including the Big 10, SEC, ACC, & Big 12. Billy-Dee has 8 years Insurance services contract negotiation experience. 2 years of international negotiations. Certified Athlete Agent focusing on Name, Image, & Likeness (NIL) representation. He is dedicated to assisting athletes navigate the nuances of professional and collegiate sports while maximizing outcomes. Expert knowledge of NCAA guidelines, enforcement actions, Federal legislation, & State NIL Laws. Billy-Dee's focus is athlete engagement, education, and empowerment to drive life-long success.

Background

Billy-Dee received his Bachelor of Arts degree in Communications from the University of North Carolina @ Chapel Hill. He also received a master's degree from American Military University. Front Office Sports Athlete Marketing Essentials: NIL Certification. Certified Negotiation Professional (American Negotiation Institute), NCAA Professional Service Provider, and Certified Fraud Examiner (CFE). Billy-Dee resides in Raleigh, NC.