



AAA Mediation.org™

## Brian G. Mooney, Esq.

Tampa, Florida



### Primary Areas of Expertise

Securities Litigation  
Financial Services  
Financial Services-Employment  
Franchise  
Insurance Coverage

**Current Employer-Title** The Mooney Firm, PLLC - Member

**Profession** Arbitrator, Mediator, Attorney

**Work History** Member, The Mooney Firm PLLC, 2016-Present; Partner, Almerico & Mooney, 1993-2016; Co-founder, StarTrust Management Inc, 1999-2011; Partner, Mooney & Riley, 1990-1993; Associate, Butler & Burnette, 1988-1990.

**Experience** Extensive experience as lead counsel in securities litigation and arbitration, commercial litigation, first and third party insurance litigation, life insurance litigation, and probate and trust litigation.

First employment as an attorney was with the regional insurance defense law firm of Butler & Burnette in Tampa, Florida. Employment there included mostly first party property and casualty files, coverage issues and subrogation matters, from intake through trial and appeal.

Formed the law firm of Mooney and Riley in 1990 and practiced in the areas of securities litigation, commercial litigation, insurance litigation and estate planning. Responsibilities were focused in the litigation portion of the practice, handling all of the firm's commercial and securities cases. In 1993, Mooney and Riley dissolved, and continued practicing with the Law Offices of Brian G. Mooney, P.A. In June of 1995, co-founded Almerico & Mooney, and AV rated boutique litigation firm, with responsibilities focused on commercial and securities cases. Broad experience in securities litigation, complex commercial disputes, probate and trust litigation and catastrophic personal injury matters.

Co-founded StarTrust Management, Inc. and represented Major League baseball players and NFL football players as a union certified player agent from 1999-2011. Negotiated numerous professional player contracts worth many millions of dollars for both NFL and MLB players. Handled all aspects of player representation, from negotiating player contracts to obtaining endorsement agreements. Also represented players in MLBPA player salary arbitration as well as NFL players in disciplinary proceedings.

Member of the Board of Directors of Sachem, Inc. in Austin, Texas (1994-Present) and chair of the Human Resources Committee and member of the Finance Committee. Member of the Tampa Jesuit High School Board of Trustees (1998 – 2023, Chairman 2000-2001 and 2012-2015). Member

Catholic Education Foundation, Diocese of St. Petersburg, Florida (1997-2000).

## **Mediator Experience**

Extensive experience in mediation. Mediated over 1000 cases nationwide, in Puerto Rico and in the District of Columbia, including pre-suit matters and cases brought in Federal Courts, State Courts and various arbitration forums. Active on the mediator rosters of a number of arbitration forums and for court-appointed mediators for the Federal Court for the Middle District of Florida.

Experience in mediating a broad range of cases, including those involving:

Financial Services Industry to include securities disputes involving allegations of breach of fiduciary duty, negligence, fraud, suitability, churning, unauthorized discretion, misrepresentations and/or omissions, civil RICO, civil theft, specific causes of action under state and federal law (10b-5).

Commercial contracts, mergers and acquisitions, asset purchase agreements, accounting disputes, declaratory relief and contract reformation.

Employment contracts, wrongful termination, defamation, discrimination, and retaliatory conduct.

Insurance and financial matters including complex life insurance disputes, complex liability and property coverage disputes, fiduciary duty, and annuity disputes.

## **Mediator Style & Process Preferences**

To be effective, the mediator must assist the parties in looking at their case from every possible reasonable perspective rather than simply from their own litigation posture.

## **Education**

University of Florida School of Law, (JD-1988); University of Notre Dame (BBA-1985)

## **Professional Licenses**

Admitted to the Bar: Florida (1988).

## **Professional Associations**

Member of the Florida Bar ADR and Trial Lawyers sections; Member of the American Bar ADR and Litigation sections;  
Member of the Federal Bar Association for the Middle District of Florida; Member of the Hillsborough County Bar Association Mediation and Arbitration and Securities Law sections.

## **Recent Publications & Speaking Engagements**

Cornell University School of Law, Securities Litigation Clinic, Mock Mediation, 2024; Securities Roundtable, Hillsborough County Bar Association, 2017; SIFMA Practitioner's Panel, 2017; A Mediator's Perspective, Raymond James & Associates, 2016; An Arbitrator's Perspective, Raymond James & Associates, 2015; Hillsborough County Bar Association, Securities Roundtable, Tampa, Florida, 2015; Arbitrators Perspective Presentation for Raymond James & Associates, Inc., Orlando, Florida, 2013; Mediators Perspective Presentation at Raymond James & Associates, Inc., St. Petersburg, Florida, 2012.

## **Locations Where Parties Will Not be Charged for Travel Expenses**

Tampa, Florida

## **Mediation Rate**

\$7,500 Per Day

## **Languages**

English

## **Citizenship**

United States of America

## **Locale**

Tampa, FL

The AAA's Rules provide the AAA with the authority to administer a mediation including, mediator appointment, general oversight and billing. Accordingly, mediations that proceed without AAA administration are not considered AAA mediations, even when the parties select an mediator who is on the AAA's Roster.

The information contained in this resume has been supplied solely by the individual mediator and may, or may not, be a complete recitation of their experience. The AAA assumes no responsibility for the content, completeness, accuracy, or reliability of the

information contained in a mediator's resume. If you have any questions about a mediator's experience or background, you are encouraged to contact your case manager.

Mediators on the AAA Roster are not employees or agents of the AAA.