STARNES DAVIS FLORIE LLP

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Areas of Practice

- Collegiate Sports
- Early Case Assessment
- Internal Investigations
- Investigations

ABOUT DANIEL

Daniel is a Partner at Starnes Davis Florie and his practice focuses on higher education, antitrust issues, and collegiate sports. Daniel regularly represents colleges and universities in litigation, NCAA investigations, and internal university investigations, as well as Name, Image, Likeness (NIL) matters, including best practices for revenue sharing and structuring complex relationships with third party NIL entities. In addition, Daniel has completed the National Association of College and University Attorneys (NACUA) Title IX Coordinator Training, and he conducts Title IX reviews, audits, and investigations, as well as NCAA compliance reviews and academic certification reviews. Daniel's Higher Education practice includes representing clients with regulatory, licensing and accreditation issues.

Prior to joining Starnes, Daniel served as the Vice Chancellor and Director of Athletics at the University of South Carolina Upstate, a NCAA Division I member of the Big South Conference, where he was a member of the Chancellor's Cabinet and Executive Leadership Team. At USC Upstate, Daniel was responsible for the day-to-day operations of the athletic department, coaches, and staff, and he served as the legal liaison to the General Counsel's Office for all athletic department legal issues. During his tenure with the Spartans, they obtained their three highest finishes ever in the conference commissioner's cup, earned their highest ever department cumulative semester grade point average while never going below a 3.0 in any semester, and set best single season records in eight of their 15 sports. Daniel also served as a member of the NCAA Legislative Committee and Subcommittee for Modernization.

Prior to his tenure at USC Upstate, Daniel served as Executive Associate Athletic Director at the University of Southern Mississippi (2013 – 2018), where he was charged with helping the Athletic Director run the day-to-day operations of the athletic department. At Southern Miss, Daniel oversaw multiple units within the athletic department including the athletic compliance and academic support offices, he served as the athletic department's legal liaison to the General Counsel's Office, and he was a member of the NCAA's Interpretations Committee, which was a group of practitioners across the country that reviewed, edited, and drafted NCAA interpretations of legislation in conjunction with NCAA staff. Daniel was previously employed as the Director of Compliance at the University of Alabama (2011- 2013), Assistant Athletic Director for Compliance at Arkansas State University (2009 – 2011), and he started his career as an Attorney in Birmingham for six years, where his practice consisted primarily of civil litigation defense. Throughout his career in collegiate athletics, Daniel has regularly been a featured presenter at NCAA Regional Rules seminars and the annual NACDA Convention. In 2025, he was a featured presenter at the Collegiate Sport Research Institute on the House settlement and implementation of NIL revenue sharing at universities ranging from the A4 to I-AAA, and he gave a lecture on the same topic to the Sport Law and Entertainment Society at the University of Mississippi.

Daniel earned a Bachelor of Arts from Birmingham-Southern College in 2000, where he was a member of the men's soccer team that earned Final Four spots in three of his playing years. He obtained his Law Degree from the University of Alabama School of Law in 2003. Daniel and his wife Claudine have three sons, Noah, David, and Mark, and they enjoy spending most of their spare time ferrying them from one practice to the next and

traveling around the Southeast watching them play!

EDUCATION

J.D., University of Alabama School of Law (2003)

B.S., Birmingham-Southern College (2000)

BAR ADMISSIONS

Alabama

PROFESSIONAL RECOGNITION

Listed in Best Lawyers in America® - Sports Law

COMMUNITY INVOLVEMENT

- Daniel serves as a member of the Board of the Carolina Football Club (“CFC”), a non-profit youth soccer club.
- Daniel serves as a member of the Regional Advisory Board of Founders Federal Credit Union.
- Daniel has served in various leadership capacities at his church through the years, including as a member of the Church Council, the Staff Parish Relations Committee, and as a Sunday school teacher.

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