



DISTINGUISHED BUSINESS AWARD CORPORATE EXCELLENCE



Eve Wright Taylor continues to turn up the heat and light sparks

By Diane E. Alter

Eve Wright Taylor seems to heat things up and light sparks where ever she goes. As the Vice President and Associate General Counsel for the Miami Heat, one of the hottest NBA teams in the league, Taylor advises on a plethora of legal issues related to the team's marketing, promotions, concerts, events, corporate sales, merchandising plans and a plethora of player and fan related issues.

A graduate of DePauw University, Taylor said she always wanted to be a lawyer but never knew what it entailed. She found out fast, rising the corporate ladder quickly and proficiently. Taylor hadn't even celebrated her 35th birthday was she landed the coveted post at the Heat. "I never imagined my focus would be in the professional sporting industry. I thought all involved in the trade, no matter the sport, were high maintenance individuals. But you never know where life is going to take you. Before working at the HEAT, I served as the Senior Director of Business and Legal Affairs for the Ladies Professional Golf Association (LPGA), a position I got after my mentors at a Fredrikson & Byron cut the apron strings and set me loose. In a parental way, they told me I needed learn how to be a lawyer. My feelings were hurt, but it led me on my current path," Taylor shared.

As an African American wom-

an, an extremely successful and accomplished one at that, Taylor says she faces the same kind of challenges all women face in any predominately male corporate environment. Yet instead of seeing challenges, Taylor sees opportunity and bright prospects. "Everyone isn't against me, but it's true some are. I just push forward and push through using my resources and savoir-faire." This savvy entrepreneur and tough competitor says of her prospects and endeavors, "I have been given a legacy that has left me with a responsibility to continue to build upon that legacy."

Taylor did just that when she founded theSpark, a network that provides empowering and enlivening open and fun forums for like-minded women. It aims to help them achieve the goals they desire in their personal and professional lives by lighting their fire of passion. "There is no one-size fits all approach. Women have different aspirations. I simply hold the door open. Whether they are seeking a promotion, a raise, want to meet a man, travel, overcome fears, need advice on how to juggle home and work life, or don't know what they want, I help them find out," a passionate Taylor elucidated.

As she played with the big boys in a slew of primarily male environments, Taylor said the obstacles she overcame made her excel in her field and a better person.

"I've had my share of stumbles. I look back now and think to myself I should have handled some things differently. But it's a reflection. You live and learn. You brush off your mistakes and you move on," said a reflective Taylor.

Of our legal system, Taylor makes it clear she is proud to be a part of it. "I believe in our justice system. It's the best in the world. While arbitration and mediation have their place, sometimes you have to fight the fight. Whether you agree or disagree, advocates are here for a reason." Never finding she can't stand the heat, Taylor fights the fight when it's called for, and offers support where and when needed.

Moving forward, Taylor is working on a book and expanding her family. She and her husband are expecting their first child. "In the future, I want to continue doing good work at The Heat and theSpark. I am excited about the birth of my child and spending good time with my baby and husband. I think I will have my hands full for a while," Taylor noted.

If there is one thing Taylor knows how to do, it's juggling many tasks. Always on guard, always playing defense and never dropping the ball are what make Taylor so indispensable. Her time at The Heat continues to be a slam dunk for the franchise, and her time at theSpark grows more enlightening with every discussion.

A close-up portrait of Eve Wright Taylor, a Black woman with voluminous, dark, curly hair. She is wearing a bright green blazer over a white collared shirt. She is looking directly at the camera with a slight smile.

Eve Wright Taylor - Vice President
and Associate General Counsel
for the Miami Heat

