Matthew Cohen ’98
Matt Cohen ’98 is a seasoned business attorney and Digital and Technology Counsel with XO Group, owner and operator of TheKnot.com, TheBump.com and other digital properties. Previously, Matt was Corporate Counsel with Swatch Group supporting the US and Canadian operations of Harry Winston and luxury watch brands including Omega and Longines, Vice-President, Legal with Westwood One, a producer of diverse sports, entertainment and news audio programming, and in-house counsel with Daymon Worldwide, an international strategic consultant to retailers.

Matt’s legal experience is global and spans all facets of commercial law including advising on employment law, commercial leases, digital rights, social media, corporate governance, and technology services. Prior to law school, Matt worked in financial services with Deutsche Bank and Thompson Financial Services.

Before receiving his Juris Doctor from Brooklyn Law School, Matt earned a Bachelor of Arts in Economics from Union where he served as a Vice-President of the Student Forum, was a member of Phi Gamma Delta (FIJI), studied abroad in Greece, and received the Calvin G. Schmidt Award for exemplary service to the Student Body. Matt grew up in Northern New Jersey and resides in Greenwich Village. In Matt’s spare time, he is an avid cyclist, loves spending time in Central Park and of course, engaging alum at and apart from Union events.

Personal Statement:

Dear Fellow Alum,

If you attended a New York City alumni event (particularly the hockey viewing parties) or Alumni Council meeting the last several years, you have likely met me, spoken to me about a variety of Union and non-Union topics, and learned that my love for our alma mater runs deep. My service and generosity to the School since 1994 includes engaging alum by helping to plan New York City alumni events, conducting alumni admissions interviews, actively participating in the Alumni Council and its Regional Clubs Committee, and being a member of the Terrace Council. My boundless love for the School, over 20 years of service, and sense of Union spirit, drive me to again seek the position of Alumni Trustee.

Our School is great for many reasons including the talented faculty, dynamic student base picked by a persistent admissions office, exciting athletics offerings highlighted by recent successes on the baseball and lacrosse fields and ice rink, and of course its beautiful campus. But the constant in 221 years, and what separates Union from the competition, is our tightknit alumni base. We relish the opportunity to talk about Union, recruit from its student and alumni pool, engage with alumni to network or just catch up, and elect members to help lead the school as Alumni Trustees.
While Union’s greatness is unquestioned, we can always make the School better. I offer fresh thinking influenced by the balance of professional experience in multiple industries, an understanding of user interaction with digital platforms, and old-fashioned engagement with seven decades of alumni at the events I help plan. Indeed, I have interacted with the old guard and millennials (and generations in between) in my professional, philanthropic and personal lives, shaping a unique perspective of engagement ideas for alum and the School.

Teaming with the New York City Alumni Steering Committee and Alumni Council, I have used this knowledge to help achieve the goals of increased alumni engagement in our School affairs and Giving. I now strive to broaden this network by applying my motivation to the entire alumni community, and formalize my commitment and contributions by becoming an Alumni Trustee.

I believe my professional background, long and ongoing service to Union, track record of engaging alum, and genuine love for our alma mater, make this the time for me to become the next Alumni Trustee.

Sincerely,
Matthew H. Cohen ´98
https://www.linkedin.com/in/matthewcohenesq