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**AGG ADDS VETERAN ENTERTAINMENT ATTORNEY PETER STRAND
TO EXPAND ENTERTAINMENT & SPORTS TEAM**

ATLANTA, July 22, 2025 – [Arnall Golden Gregory LLP](#) (AGG) welcomes [Peter J. Strand](#) as senior counsel in the firm’s Entertainment & Sports industry team and Corporate & Finance practice group. A former musician with deep ties to the industry, Peter brings to AGG insider knowledge from all sides of the entertainment business, with decades of experience representing diverse clientele across television, music, publishing, and digital media. For the past six years, Peter was a partner at a boutique law firm, focusing on complex entertainment agreements, artist representation, and intellectual property litigation.

“Peter’s extensive insight on the inner workings of the entertainment industry and its legal landscape offers clients a unique ability to understand their perspectives and needs,” said [Matthew V. Wilson](#), chair of AGG’s Entertainment & Sports industry team. “We are excited about the wide range of knowledge and acumen he brings from an extraordinary career, which will even further elevate and strengthen the Entertainment & Sports team, as well as the results we provide for our clients.”

At AGG, Peter represents a national client base across film, television, music, publishing, and digital media. His work spans the full spectrum of the creative industries — from negotiating multimillion-dollar financing deals to advising on intellectual property rights, production agreements, and publishing contracts. He works with emerging artists, legacy talent, and creative entrepreneurs alike, providing tailored legal strategies that support both their artistic vision and business goals.

Peter’s addition continues AGG’s trend of bringing in attorneys with boots-on-the-ground experience. His career as both a musician and as representation for creatives provides the firm’s clients with invaluable knowledge and insight to ensure their continued success.

“As a lawyer and a musician, I’ve always viewed the law as a tool to empower artists and creatives,” said Peter. “Joining AGG is an exciting next step that allows me to continue that work alongside an exceptionally talented team and the support of a nationally recognized platform.”

Before becoming an attorney, Peter was a full-time touring musician and recorded multiple albums for RCA/Millennium Records. Additionally, he has taught music and entertainment law for 30 years at law schools, including DePaul University, Northwestern University, and Marquette University. Peter earned his law and undergraduate degrees from the University of Wisconsin – Madison.



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ABOUT ARNALL GOLDEN GREGORY LLP

[Arnall Golden Gregory](#) (AGG) is an Am Law 200 law firm with offices in Atlanta and Washington, D.C. Our client-service model is rooted in taking a “business sensibility” approach of fully understanding how our clients’ legal matters fit into their overall business objectives. Our transaction, litigation, regulatory, and privacy counselors serve clients in healthcare, real estate, retail, technology, fintech/payment systems, global commerce/global mobility, life sciences, logistics and transportation, government investigations, and government contracts. With our rich experience and know-how, we don’t ask “if,” we figure out “how.” Visit us at www.agg.com.

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