

People



Montoya M. Ho-Sang

Partner, Government Strategies
Higher Education and Collegiate Athletics

Atlanta
T: +1 404 733 9823

montoya.ho-sang@akerman.com
vCard

Montoya M. Ho-Sang provides full service representation to higher education institutions, including performing Title IX audits and compliance reviews regarding athletics and sexual misconduct matters, representing institutions in a wide range of civil litigation matters, and drafting policies and procedures for students and employees and staff. She regularly counsels and provides training to clients on matters involving discrimination, harassment, student accommodations, Clery Act compliance, and student privacy, including the Family Educational Rights and Privacy Act. Montoya's practice includes providing guidance to institutions regarding Name, Image, and Likeness matters (NIL), including drafting NIL policies for athletic departments, counseling, and training institutions on NIL best practices to ensure equity and compliance with state, conference, and NCAA regulations. Her vast litigation experience, which includes more than a decade of civil litigation experience, is beneficial in defending her clients against Title IX litigation and federal Office for Civil Rights investigations.

Her experience includes representing large and small businesses and insurance companies in complex commercial litigation, insurance coverage, premises liability, and employment matters. She oversees all aspects of litigation including providing pre-litigation counseling and resolution strategies, taking and defending depositions, drafting and arguing motions, managing settlement negotiations, and trial advocacy. Montoya has handled several jury and bench trials.

Published Work and Lectures

- National Association of Collegiate Directors of Athletics (NACDA) Annual Convention, Speaker, "NIL Session 3: DEI & Title IX in the NIL Era," June 9, 2024
- The Burton Awards, *Law360* Distinguished Legal Writing Award, Law Firm Recipient for Co-Authoring, "What You Need to Know About Brand Protection in NIL Deals," 2024

Areas of Experience

Government Strategies
Higher Education and Collegiate Athletics
Sports and Entertainment Law

Education

J.D., Emory University School of Law, 2007
B.A., Dillard University, 2004, summa cum laude

Admissions

Bars

Georgia
Tennessee

Courts

U.S. District Court, Northern District of Georgia
Supreme Court of Georgia
Tennessee Supreme Court

Related Content

NCAA Settlement Moves Forward but Faces Obstacles Over Fairness and Roster Limits Before It's Finalized
April 08, 2025

New Title IX Final Rule: What You Need to Know
April 24, 2024

Akerman Lawyers Receive 2024 Burton Award for Distinguished Legal Writing
March 18, 2024

- National Association of College and University Attorneys (NACUA) Annual Conference, Speaker, “Student Affairs Litigation Review and Lessons Learned,” June 30, 2023
- Akerman Atlanta Breakfast Briefing, Co-Panelist, “Coffee, Bagels, and L&E: Recent Trends in Employment Law,” April 27, 2023
- *Law360*, Co-Author, “NIL Profit Considerations for Historically Black Colleges,” September 19, 2022
- Hackney Publications, Sports Litigation Alert, Author, “Key Area of Title IX Compliance Can Help HBCUs on Pathway to Growth,” Volume 15, Issue 14, August 2018
- *Diverse*, Author, “Title IX Pathway to More Male Students and Tuition Dollars,” June 2018

Affiliations

- National Association of Residential Property Managers, Atlanta Chapter, Member
- Georgia Association of Black Women Attorneys, Member
- Memphis Bar Association, Member
- Young Lawyers Association of Georgia and Tennessee, Member
- KIPP Atlanta Collegiate, Advisory Council, Co-Chair
- Georgia Association of Black Women Attorneys, Foundation Board

Honors and Distinctions

- *Super Lawyers* Magazine, 2016-2017, Listed in Georgia as a “Rising Star” for Business Litigation
- Recognized as one of “The National Black Lawyers Top 100,” 2015