

FILIPE PEDROSO, ESQ.

EXECUTIVE LEADERSHIP & INNOVATOR

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Executive leader, award-winning attorney, 4x elected Councilman, ex-TV host of law show, husband and father of 4 beautiful children, tech founder, inventor and investor, looking to successfully lead, innovate and grow the next big-thing into the future.

EDUCATION

J.D., August 1996

Seton Hall University School of Law

Newark, NJ

Certified, Medicolegal Death Investigator, January 1993

Saint Louis University Medical School

Saint Louis, MO

B.S., Biochemistry, May 1992

Cook College, Rutgers University *Dean's List*

New Brunswick, NJ

Pre-College, June 1988

Bridgewater-Raritan High School-East

Bridgewater, NJ

EXPERIENCE

Chief Executive Officer

Giftapart, Inc.

2017 to 2022

Somerville, NJ

- Founder of Giftapart, an initial innovator of social ecommerce, and Chatapart, a social media platform, both available on any browser and both Apple and Google app stores.
- Provided visionary leadership for a startup company that innovated social ecommerce, invented a new way of gifting, and created a conglomerate platform of social media, ecommerce, gifting, event planning, deal finder, and more.
- Innovative thought leader created numerous new methods of user experience interactions, led software engineers in trouble shooting sessions, and an out-of-the-box thinker enhancing, improving and innovating customer experiences.
- Recruited and hired Giftapart's leadership team, software developers, and business development team.
- Oversaw, created and determined the strategic direction of the company, and led the long-range planning and operations of the company.
- Provided cross-functional management and direction to the CFO, CAO and other senior staff.
- Handled tasks equivalent to CTO and led technology development of the software, and worked closely with senior software engineers in: Development strategies, programming objectives, operations and hardware implementation, hardware architecture, troubleshooting functional challenges, and provided directional guidance.
- Worked closely with design team to create a visual design for the website and mobile apps, a functional workflow, and the establishment of a brand for the company.
- Established a business sales team to outreach and create business relationships to bring retailers to the Giftapart platform.

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- Created a marketing and branding plan for the company, led the digital marketing, and worked with others to establish a logo and brand feel and create marketing messages and campaigns to outreach and grow the user base.
- Communicated with investors and served as Chairman of the Board of Directors of Giftapart, effectively leading the company from concept to a viable product, and then to launch and growth.
- Outreached and nourished relationships with other business leaders in the retail space to build strong business partnerships between Giftapart and retailers.
- Participated in various professional conferences showcasing the company's innovations and features, interviewed by media, and is the primary face of the company in public and corporate communications.
- Managed copyright and patent protection of intellectual property, filed for copyrights, and handled communications and technical management with patent attorney.

Founder & President

2022 to Present
Somerville, NJ

VoterMaker

- Developed a software system to improve efficiency of voter contact through multiple channels including email, SMS, MMS, and telephone calls; VoterMaker software also organizes and manages the literature drop routes for volunteers to distribute campaign literature and phone bank calling for more efficient and convenient use by volunteers.
- Programmed the software package, created the design and functionality (UI/UX), and hosted delivery of the VoterMaker SaaS application; managed server functionality and operations.
- Communicated with various political campaign to demo the software, assisted with VoterMaker functionality and uses, and provided advice on voter outreach, marketing methods, and branding strategy.

Executive Director & Campaign Manager

2022 to 2022
Clinton, NJ

Peterson for Congress

- Built a campaign team at inception in late January 2022, established 6 core managerial positions, and recruited over 20 volunteers; trained new members and volunteers; created a leadership and business structure for the campaign; and oversaw day-to-day operations of the campaign.
- Created the campaign brand and marketing messaging and campaigns; provided analytics; and developed and planned short- and long-term strategy.
- Designed and developed campaign website, created UI/UX, and coded the HTML, JavaScript, and PHP components of the website.
- Prepared campaign press releases, speeches for candidate, social media messaging, and other campaign communications and campaign relations functions.
- Oversaw campaign fundraising, prepared and assisted with campaign events, and acted as liaison with key donors.
- Developed a custom software solution to maximize voter contact efficiency at minimal expense achieving the lowest cost per vote compared to all other candidates (i.e. Tom Kean Jr. spent nearly \$50 per vote vs. Peterson at about \$7 per vote).

Chairman, Budget-Finance Committee

2013 to Present
Bridgewater, NJ

Bridgewater Township

- Oversaw the Township of Bridgewater's \$45-Million budget and worked closely with the Administration and Council to prepare, negotiation and adopt the yearly budget.
- Managed the budgetary process to achieve a 10-year flat-tax to the residents of Bridgewater, and successfully lowered Bridgewater's municipal tax rate to the lowest in Somerset County.

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- Worked closely with the CFO of the Township to create a balanced budget within the constraints of the Township's tax revenue and other income sources.
- Longest continuous Council appointed member of the Budget-Finance Committee.

Councilman

2012 to Present

Council President

2016 to 2017; 2021 to 2022

Bridgewater Township

Bridgewater, NJ

- Appointed to Council in January, 2012, by Township Council after screening before the Bridgewater Republican Municipal Committee. Sworn in by Freeholder Patrick Scaglione.
- Successfully beat the Democrat adversary in November 2012 during the general election. With 9,930 votes (55% of total votes), received the second highest votes of any council election. Sworn in by Congressman Leonard Lance (R-NJ D7). e-elected in November 2013 in a landslide election by receiving 61% of the general vote. Sworn in by State Senator Michael J. Doherty (R-23). Re-elected again in 2017 and 2021. Sworn in by State Assemblyman Erik Peterson (R-23).
- Liaison on the Planning Board, Somerset County Community Development Consortium, Green Brook Flood Control Commission, Raritan and Millstone Flood Commission. Creative Arts Committee, Emergency Services, Raritan and Millstone Flood Commission, Bridgewater/Somerset County Library Committee, and Bridgewater Commons Mall.
- Instrumental in managing and controlling the Township's annual operating budget.
- Sparked a movement to protect Bridgewater's Quality of Life by starting the "Preserve Bridgewater" group to raise awareness of the overdevelopment project.
- Created a Historic Committee to preserve Bridgewater's history, and revitalized the Bridgewater Creative Arts Committee to a thriving and successful venture.

Trustee & President

2020 to Present

Giftapart Foundation, Inc., a 501(c)(3) organization

Somerville, NJ

- Using the Giftapart proprietary gift-part system, the Giftapart Foundation simplifies and improves the donation process.
- Launched the philanthropy organization, established a Board of Trustees, filed the legal documents to form the entity and obtain tax-exempt status, created the business structure, set company policy, and drafted short- and long-term strategic objectives and plans.
- Provides a unique contribution platform where donors can feel connected through both financial giving and leaving a social message, pictures and video, thereby enhancing the experience for both contributors and benefactors.

Founder & Managing Attorney

1997 to 2020

Pedroso Law Group LLC

Somerville, NJ

Pedroso Legal Services LLC

Newark, NJ

- Managed and operated own law business with operations of two law offices in Somerville and Newark.
- Received numerous awards and recognitions from various organizations for providing exceptional legal services. [See Awards section below.](#)
- Handled civil and criminal litigation matters, with an emphasis on business litigation, civil matters, and contract disputes, and handled all facets of the litigation from complaints to jury trials.
- Led the civil, commercial and business litigation department, represented corporate clients and their legal issues, prepared and negotiated complex contracts and business transactions, handled regulatory compliance issues, human resource corporate legal compliance and preparation of procedures, and general legal conformity issues with all laws. Oversaw all aspects of complex civil and commercial litigation, including initial investigations, pleadings, discovery,

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motions, and trial, including mass torts, commercial civil and contractual litigation, product liability, merger & acquisition litigation, civil liability, transaction and deal disputes, and shareholder/Board.

- Appellate Practice: Filed appeals for municipal court cases and Superior Court cases before the Appellate Division and New Jersey State Supreme Court. Appeared in the Appellate Courts for oral argument.
- Represented clients in the United States Bankruptcy Court in consumer and commercial bankruptcies, including Chapter 7, 11 and 13 cases, including consulting, petition handling, adversary proceedings, and litigation.
- Represented business and individual clients in municipal courts throughout the State of New Jersey in matters involving traffic tickets and quasi-criminal matters, with an exception record of success: Over 97% of the cases did not receive any points on their driver's license or were dismissed. Extensive experience with plea bargaining, negotiation, motion practice and trials.
- Drafted contracts, negotiated agreements, and prepared all types of business and commercial documents. Handled corporate start-ups, including preparation and filing of certificate of formation, corporate book materials, counseling, document filing, and corporation organization.
- Real estate transactions. Represents commercial and residential purchasers, sellers, refinancing clients and litigation.
- Represented clients in matrimonial actions, including divorces, child custody issues, child support applications and defense, and motions for modification. Extensive criminal litigation experience with complex crimes including business criminal defense and individual homicide matters.
- New York cases included matters or appearances before the zoning board, traffic court, bankruptcy court , New York Supreme Court and various litigation matters. Represented clients *pro hac vice* in Pennsylvania's Federal District Court.

TV Host

2013 to 2017

BRC Productions

Newark, NJ

- Co-hosted a biweekly TV call-in show "Voce e a Lei (The Law & You)". Discussed current, interesting news events potentially impacting the community; answered live callers' questions; and engaged in dialogue focused on legal issues. Aired Tuesday nights at 8:45 PM on SPTV.
- Increased overall viewers of the show by 2.8 times through engaging, entertaining and thoughtful topics and discussions on-air. Prepared show content and worked with the production team to create the show flow.

Counselor to the Chairman

2003 to 2005

BioSaúde, Produtos Farmacêuticos, A.A.

Lisbon, Portugal

- Provided direct personal counsel to the Chairman of the company regarding matters of international consequence and United States regulatory matters pertaining to the manufacturing, R&D, import, export, and distribution of pharmaceutical products.
- Handled the public affairs of the company within the United States and assisted in establishing the company's international public affairs policy; communicated with various government agencies and politicians; assisted in the preparation of corporate communications and the Chairman's personal speeches.
- Assisted the Chairman in the negotiation of the sale of BioSaúde to Bama-Geve, a subsidiary of Alfa Wassermann pharmaceutical group, reviewed M&A documents, and provided general counsel and assistance in the transaction.

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Vice Chairman, Board of Directors 1999 to 2002
Portuguese Continental Federal Credit Union Newark, NJ

- On the Board of Directors for the credit union, a licensed banking institution. Oversaw the financial affairs of the credit union, and participated in all aspects of policy making and regulations. Was involved in determining and setting interest rates, hiring and firing staff, obtaining and retaining marketing programs, reviewed by-laws, recommended changes to by-laws and drafted amendments, set policy for the credit union, reviewed and modified customer service policies, updated human resources policies and handbook, reviewed contracts, negotiated merger, formulated operational budget and was an active participant in all other matters.

VOLUNTEER

Chairman, Board of Directors 2021 to Present
Somerset Regional Animal Shelter Bridgewater, NJ

- Oversees the operations and budget of the animal shelter.
- Volunteered to provide business expertise to the shelter that was experiencing financial and management distress.
- During first year participating, shelter was able to double its available funds while paying off its \$240,000 debt, balanced its budget, made human resources adjustments, increased revenue, and improved management operations.

Vice Chairman, Board of Directors 2008 to Present
Centerbridge II Senior Housing LP Bridgewater, NJ

- Active member on the Board of Directors of Centerbridge II, a privately held company. Has contributed to the overall success of the senior housing complex with 113 affordable housing rental units for seniors. Reviews the yearly budget, and approves expenditures. Makes decisions regarding capital projects. Hires and reviews Property Manager. Involved in policy making. Since involvement in the organization, Centerbridge II has been profitable every year, and was able to reduce the rent charged to the tenants.

Voting Member 2017 to Present
Somerset Regional Center Partnership Somerville, NJ

- Active member on the Board of the Somerset Regional Center Partnership, a non-profit public/private partnership that brings together the vision and planning of three communities: Somerset County, various non-profit agencies, and the private sector to collaboratively work together to guide development and investment.
- Provides insight and recommendations to the Partnership for planning, development and prioritization.

Vice-Chairman 2003 to 2012
Bridgewater Township Zoning Board of Adjustments Bridgewater, NJ

- Quasi-judiciary member of Board of Adjustments hears and decides on applications for variances. Hardship issues, conditional uses and all variances are considered from all areas of Bridgewater Township.
- Active participant of the Board of Adjustments, questions witnesses and carefully considers the impact of variances on the quality of life for all Bridgewater residents.
- At times, willing to stand alone on issues of importance that could result in over-development and traffic congestion in the Township.

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- Routinely drove to application sites to visually see the area and surrounding neighborhood.
- Applied knowledge through a life-long residence in the township in making decisions whether to grant or deny an application for a variance.

Member

2006 to 2008

Bridgewater Township Open Space Committee

Bridgewater, NJ

- Reviewed sites considered for Open Space designation. Recommended locations suited for Open Space. Participated in deciding how to apportion Open Space funds. Made site visits. Engaged in the process and decision of determining which sites to recommend as Open Space sites to the Township Council.

Legal Intern

1996 to 1996

Seton Hall Law School Center for Social Justice

Bridgewater, NJ

- Represented economically disadvantaged and minority clients in Immigration Court deportation hearings, asylum interviews, and Employment Authorization Document (EAD) interviews. Drafted appellate court briefs to the Board of Immigration Appeals, interviewed clients, completed EAD and change of status applications, prepared client folders for trial, and performed legal research.

Editor-in-Chief

1990 to 1991

Green Print

New Brunswick, NJ

- Supervised and directed operations of weekly newspaper. Greatly improved quality of newspaper, and introduced several new concepts and ideas which resulted in an enormous increase in readership: introduced color into the newspaper; provided wider coverage of campus news and activities; added cartoons, crossword puzzle and environmental section; increased circulation in quantity and distribution sites; organized a staff improvement search that resulted in over 30 new volunteer members; performed highly successful fund-raising efforts which resulted in a 200% increase in the money available for publication.

First Lieutenant/Trustee/Secretary

1988 to 1993

Finderne First Aid & Rescue Squad

Bridgewater, NJ

- As First Lieutenant (1992), responsibilities included first aid and rescue operations during squad calls, proper maintenance of rescue vehicles and managing personnel.
- As Trustee (1991), had involvement in the internal judiciary decisions, oversaw expenditures and made all executive decisions. Held position on the Board of Management.
- As Secretary (1990), co-directed an aggressive fund-raising campaign which included letters to the newspapers, speaking at a town council meeting and producing a detailed funding request booklet. As a result, \$100,000 was donated to the squad by the Bridgewater Township Council, towards the purchase of a new ambulance.

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LICENSES & CERTIFICATIONS	Admitted to the Bar of the State of New Jersey	1996 to Present
	NJ State Board of Bar Examiners <ul style="list-style-type: none">Licensed to practice law in the State of New Jersey.	
	Admitted to Practice Law in the United States District Court	1996 to Present
	United States District Court, District of New Jersey <ul style="list-style-type: none">Licensed to practice general law in the United States District Court, District of New Jersey, and specific matters before all regions of the United States District Courts.	
	Private Pilot	2013 to Present
	Federal Aviation Administration <ul style="list-style-type: none">Flies single-engine propeller airplanes, including the Piper and Cessna aircrafts. Awarded complex aircraft rating. Ownership in a Cessna Cardinal C177.	

PATENTS	US Patent and Trademark Office	
	<ul style="list-style-type: none">SYSTEMS AND METHODS FOR COMMUNICATING ABOUT PRODUCTS USING UNIQUE IDENTIFIERS AND SOCIAL MEDIA.ECOMMERCE SYSTEMS AND METHODS FOR PURCHASING GIFTS AND PARTS OF GIFTS USING CROWDFUNDING METHODOLOGIES AND SOCIAL MEDIA PLATFORMS.Patent applications filed in various international patent jurisdictions.SYSTEM AND METHODS FOR USE OF NTFs IN ECOMMERCE (FILED 2021)	

AWARDS	Top Lawyers in New Jersey, The Legal Network	2013 to 2017
	Kean University Outstanding Service Award for Outstanding Service to the Global African Community	2016
	Client Distinction Award, Martingale-Hubbell	2015
	National Trial Lawyers: Top 100	2015 to 2017
	"10 Best" Attorneys for New Jersey, American Institute of Family Law Attorneys	2015 to 2017
	"10 Best" Attorneys for New Jersey, Personal Injury Litigation, American Institute of Legal Counsel	2015 to 2017
	"10 Best" Attorneys for New Jersey, Immigration Law, American Institute of Legal Counsel	2016
	Avvo Top Attorney 10.0 Rating	2015 to 2017
	A+ Better Business Bureau Rated	2014 to 2017
	5-Star Google Rating	2015 to 2017
	5-Star Facebook Rating	2015 to 2017
	Civil Service Leader Certificate of Appreciation, Newark Civil Service Association	
	Recognition for Assisting the Economically Disadvantaged and Minorities, Seton Hall Law Clinic	
	Simi-Finalist, N.J.I.T. Computer Olympics	
Best Technical Paper Award, N.J.I.T. Computer Olympics		

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COMMITTEES	Bridgewater Commons Mall Committee	2020 to Present
	Somerset Regional Center Plan Endorsement Committee	2017 to Present
	Bridgewater Creative Arts Committee, Council Liaison	2014 to Present
	Bridgewater-Raritan Board of Education Council Liaison	2022 to Present
	Somerset County Library Committee	2016 to 2022
	Mayor's Advisory Committee, Bridgewater Township	2016 to 2021
	Green Brook Flood Control Commission	2013 to 2019
	Bridgewater Planning Board	2013 to 2014

LANGUAGES Fluent in English and Portuguese; conversational Spanish; knowledgeable in French. Skilled in Java, HTML, JavaScript and PHP.