



**William J. Pascrell, III**, *Partner*, Princeton Public Affairs Group, Inc.  
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With a prominent career in state, federal, and global public affairs, William J. Pascrell, III, more commonly known as BPIII, is a lobbyist with PPAG—Princeton Public Affairs Group. His extensive work in a broad array of industries, particularly gambling and cannabis, has made a tremendous impact on the success of PPAG’s clients and the firm as a whole.

## **Gaming**

In the gaming sector, BPIII has been a lawyer, strategic advisor and consultant throughout the U.S., Canada, Israel, Europe, South America and Australia.

His clients include Poker Stars, Monmouth Park Racetrack, The New Meadowlands Racetrack, Lotto.com, GDC America, Inc., Gambling.com, Gamban, Epic Risk Management, Entain, Trump Casinos, Pinnacle, The AC Chamber of Commerce, The NJ Casino Association, Sportech, Playtech, Camelot Lottery, Hard Rock Casinos, IMEGA, High 5 Games, Global Betting Exchange, Cashbet, Ezugi, PickLive, Line Gaming Holdings, Game Sports Network, Liberty Rising Casino, The Atlantic Club Casino Hotel, OTG Management, Rational Services, BetMakers, HexiGames and Vote Yes on Sports Betting Coalition. He has become the nation’s top expert with regards to internet gaming, lottery, horse racing, poker, esports and sports betting.

BPIII led the successful 10 year campaign to legalize sports betting in the United States culminating with the repeal of PASPA by the United States Supreme Court in 2018. Most notably BPIII lead a successful multi-year campaign to pass the first in the Nation On Line Gaming Act in New Jersey. He worked to develop the regulatory regime put in force prior to launch. BPIII continues to advise state governments across the Nation on issues involving the gaming industry.

He serves in a broad variety of roles, including:

- Member of the Board, Entain Foundation US
- Founder, Board Member and Faculty of the Seton Hall University Law School’s Gaming, Compliance & Integrity Bootcamp
- Member of the Supervisory Board of Directors of Betegy, LLC, based in Warsaw, Poland
- Advisory Board Member, Gamban, based in London



- Helped launch and manage a joint venture between PPAG and H2GC to provide research, analytics, data and political counsel to the US gaming industry
- Member and advisor of the ICE Ampersand Assembly and GiGSE, Global Internet Gaming and Sports Experts
- Executive Director, AI2G American Institute for i-Gaming which was founded to promote legal, regulated Internet gambling at the state, tribal and federal levels through education, research advocacy and outreach to government and other key stake holders in the United States.
- Member, IMGL
- Member of the Advisory Board of Wagr Score
- Member of Advisory Board of Give Beter
- Member if Advisory Board of eSports company Most Vicious Players
- Member if Advisory Board of AEU, Amateur eSports Union
- Member of the iGaming Next Board of Advisors
- President, North America, A Game Above
- Member of the National Council of Problem Gambling Federal Affairs Committee

## **Cannabis**

BPIII's involvement with cannabis began during Governor Corzine's administration, where his acute knowledge, vast national network and consensus-building played a key role in the drafting of the state's original medical marijuana legislation.

At the forefront of the industry since its inception, Pascrell's work in government, regulatory affairs and strategic advisement with the medical marijuana industry has continued in multiple jurisdictions throughout the U.S. He served as a panelist at a New Jersey Cannabis Insider event held in April 2019. Pascrell further lent his industry knowledge to the "Legalization of Marijuana: Pros and Cons" panel at the New Jersey Conference of Mayors Annual Spring Conference in 2019.

His acumen and breadth of knowledge led to his recognition by ROI-NJ for his work and named him to their Power List in February 2019 for his influence in several industries, including gaming and marijuana. BP3's expertise was also recognized by NJ.com, who named him one of the "11 insiders shaping N.J.'s cannabis industry." Pascrell also serves as a key advisor to the New Jersey Marijuana Retailers Association – NJMRA, a prominent trade organization comprised of responsible retailers advocating for positive and effective change to New Jersey's marijuana statutes.

BPIII's expertise assists clients throughout the US in meeting the appropriate decision-makers, the application process, and navigating the cannabis regulatory scheme.



## **Strategic Advisory**

BPIII served as a Member of the Murphy for Governor Finance Committee and Counsel to NJ Governor Murphy Transition Team.

In 2004, BPIII served as a key insider and adviser to John Kerry's National Presidential campaign. BPIII has been an esteemed advisor to United States Senator and Governor Jon Corzine, United States Senator Frank Lautenberg, United States Senator Robert Menendez, Congressman Robert Roe, Herb Klein and Albio Sires as well as Governor James E. McGreevey.

BPIII played an instrumental role in both McGreevey campaigns: McGreevey's narrow defeat to Christine Todd Whitman in 1997, and his landslide victory over Bret Schundler in 2001.

He previously served former Congressman Herb Klein and former Governor James J. Florio. As Congressman Klein's Chief Counsel and Chief of Staff, BPIII coordinated programs helping constituents with problems ranging from IRS to Immigration to Small Business Loans to Veterans Benefits. Working closely with Congressman Klein, BPIII helped bring millions of dollars back to the 8th Congressional District of NJ as well as federal monies for President Clinton's Americorp Program in Paterson, NJ through the NJ Community Development Corporation. On behalf of Congressman Klein, BPIII also worked with the Clinton administration to draft, pass, and implement the national program to put 100,000 police officers back on the streets of America. As Special Counsel to Governor Florio, BPIII aided in developing and implementing the \$1 billion dollar New Jersey Economic Recovery Fund.

## **Passaic County Counsel**

BPIII served as the Passaic County Counsel from 1998 to 2019, starting with his unanimous appointment by the Passaic County Freeholder Board. As the County Counsel, BPIII orchestrated the consolidation of the Office of Consumer Protection and the Office of Weights and Measures into one, as well as amalgamated the County Adjusters Office to streamline and bring more efficiency to County government. He also drafted Passaic County's first Ethics Codes, which is the strongest in the state of New Jersey, by which the County abides.

## **Nonprofit and Board Involvement**

BPIII serves on the Board of Directors for the New Jersey Community Development Corporation, Habitat for Humanity, Juvenile Diabetes Research Foundation, the United Way of Passaic County.



BPIII is also a founder and member of the Board of Directors of Freedom Bank, a federally and state chartered New Jersey Bank. He served as President of the prestigious North Jersey Country Club from 2016 to 2019.

### **Awards**

The New Jersey Globe and Insider NJ, two prominent statewide news outlets, rank BPIII amongst the top 100 politically powerful personalities every year. He was further named to Insider NJ's "Insider 100 Policymakers" lists each year since its inception: in 2017, 2018, and 2019.

### **Education**

BPIII's education equipped him with the necessary skills and fundamentals enabling him to execute his positions with precision and credibility. BPIII commenced his undergraduate career at Rutgers University, graduating Cum Laude from the Eagleton Institute of Politics and Public Administration. Seton Hall Law School awaited him next and prepared him for Harvard University's Kennedy School of Government Senior Executives in State Government Program. BPIII is a member of the bar in Washington, D.C. and New Jersey, and is admitted to practice before the United States Supreme Court. In 1991, BPIII was selected as a delegate to the American Council of Young Political Leaders exchange program to Hong Kong and China. He was also a Leadership New Jersey fellow in 1992.