



Rob Alsop

Member

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Rob Alsop is a Member at Jackson Kelly handling multiple facets of transactional, corporate, economic development, and higher education law. He works out of the Firm's office in Morgantown, West Virginia.

With a career marked by high-level governmental roles, private sector experience, and leadership in academia, Rob brings a unique blend of legal acumen and practical experience to the Firm, ensuring comprehensive and strategic solutions for our clients.

Before joining Jackson Kelly, Rob served in some of the most senior positions within the state government, where he honed his knowledge in regulatory compliance, policy development, and government affairs. This experience provided him with a deep understanding of the intersection between law and public policy, an asset he leverages when advising clients on complex transactional matters.

His tenure as the Vice President for Strategic Initiatives at West Virginia University further underscores his problem-solving and leadership capabilities. Whether it involved board engagement, innovation, finance, crisis management, communications, or operational management, Rob has demonstrated an unparalleled ability to drive growth and implement effective strategies in complex organizational settings.

Rob thrives on seeing around corners, communicating clearly, building trusting relationships, and breaking down complex problems into manageable and solvable components of success.

At Jackson Kelly PLLC, his approach is characterized by a commitment to efficiency, effectiveness, and a deep understanding of the challenges and opportunities facing our clients in today's rapidly evolving legal landscape.

Rob's wife, Jessica, is the Vice President and Chief Legal Officer for the WVU Health System and WVU Hospitals. Away from the practice of law and problem-solving, Rob can usually be found at a basketball court or a softball field, watching his daughters compete. Rob is a huge fan of Ted Lasso and books by Ryan Holiday, Stephen Covey, and John Doerr.

Work History

- Jackson Kelly PLLC (2024-Present)
- WVU College of Law, Adjunct Faculty (2007-2009 & 2022-Present)
- West Virginia University, Vice President for Strategic Initiatives (2017-2023)
- West Virginia University, Vice President for Legal, Gov't, & Entrepreneurial Engagement (2014-2017)
- Bowles Rice LLP, Special Counsel (2013-2014)
- Chief of Staff to Governor Earl Ray Tomblin (2010-2013)
- Chief of Staff to United States Senator Carte Goodwin (July 2010-Nov. 2010)
- Jackson Kelly PLLC, Associate and Member (2003-2005 & 2007-2010)

- Secretary of Revenue to Governor Joe Manchin (Nov. 2006-Nov. 2007)

Practices

- Business Law
- Economic Development

Industries

- Education

Education

- West Virginia University College of Law (J.D., *summa cum laude*, 2002)
Class rank #1 out of 128
- West Virginia University (B.A., *summa cum laude*, 1999)

Admissions

- West Virginia (2002)
- West Virginia Supreme Court of Appeals (2002)

Community

- Member, Board of American Red Cross – West Virginia
- Former Member, Morgantown Area Partnership Board of Directors and Executive Committee
- Former Member, WVU Foundation Board of Directors
- Former Member and Chairman, WVU Innovation Corporation
- Former Member, WVU Alumni Association Board of Directors
- Former Member, WVU Board of Governors
- Former Member (Gubernatorial Designee), West Virginia Investment Management Board of Directors
- Former Member (Gubernatorial Designee), West Virginia Employers Mutual Insurance Company