



Robert S. DiMarco

Partner

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Biography

Robert “Rob” DiMarco is a Partner at Kelley Kronenberg, where he handles **first-party insurance defense** and serves as a member of the firm’s Construction Law and Sports, Entertainment, and Media Divisions. His litigation practice spans property damage, SIU and fraud matters, construction defect, land use and zoning, inverse condemnation, Bert J. Harris claims, riparian rights, and permitting disputes.

Rob also brings distinctive experience in NIL (Name, Image, Likeness) and contract law, having represented professional athletes in contract drafting, negotiations, and arbitration matters.

Prior to joining Kelley Kronenberg, Rob worked as a Certified NFL Contract Advisor, successfully negotiating over fifteen million dollars in player contract salaries and millions of dollars in marketing and endorsement contracts. He represented over twenty players on NFL and CFL rosters, established a nationwide network for player marketing and brand activation, and represented players in injury settlement grievances and NFLPA arbitration matters. He also served as an Agent and Athlete Liaison at IMG Academy in Athletic Personal Development, where he oversaw the day-to-day management of collegiate and professional athletes, tailoring programs including nutritional plans, training regimens, and sports psychology assessments while serving as liaison between athletes and their agents. Throughout his career, he has worked with multiple sports agencies representing MMA fighters, professional golfers, and NFL and CFL football players.

Rob earned his Bachelor of Science in Political Science, cum laude, from Jacksonville University, where he was co-founder of the JU Pre-Law Society and Captain of the Jacksonville University Football team. He received his Juris Doctor from the University of Florida Levin College of Law, where he served as Chairman and Symposium Chair for the UF Entertainment and Sports Law Society and was a member of the UF Journal of Law and Public Policy.

Admissions

- Florida

Education

- University of Florida Levin College of Law, J.D., 2017
- Jacksonville University, B.A., *cum laude*, 2013

Industry Updates

- National Football League Players Association (NFLPA), Certified
- Contract Advisor, 2017 – Present
- Sports Business and Leadership Association, Member, 2017 – Present
- Featured, “[On the Move: 4 Attorneys Join Kelley Kronenberg](#)”, *Daily Business Review*, December 2020

Publications

- Author, “Best Practices in Assisting Collegiate Athletes with Disability/LOV Insurance”, *Sports Litigation Alert*, Volume 13, Issue 18, Fall 2016

Representative Cases

- [Kelley Kronenberg Secures Significant Win in Contentious First-Party Property Insurance Case](#), November 2023
- [Kelley Kronenberg Obtains Complete Defense Verdict in First-Party Property Claim Through Non-Binding Arbitration](#), January 2023

Awards

- *Super Lawyers Magazine*, Florida “Rising Stars,” Insurance Coverage, 2024
- Pro Bono Service Certificate, *Outstanding Achievement*