



Joseph Santos Freschi

ATTORNEY

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About

Joseph Freschi, the founder of General Legal Counsel (GLC), brings over 22 years of legal and business experience as outside counsel, in-house counsel and as a business owner of several businesses. He brings a wealth of knowledge and understanding of the needs of his business clients, handling matters such as:

- General corporate matters
- Franchise law
- Employment practices law
- Commercial real estate
- Mergers and Acquisitions

As a legal professional who has worked closely with many in-house legal teams over the years, Joseph somehow found time to form the health and technology company Intelametrix , open several health clubs and co-found Rockin' Jump Franchise, a franchisor of trampoline parks.

Background

From a young age, Joseph felt obligated to take on a role that would positively influence the lives of others. Observing the problem of bullying among his peers growing up, Joseph chose to study law so that he could offer assistance and protection to those who needed it most. But his early experiences in litigation made him realize that his talents would be much more valuable and helpful to more people if he could combine his entrepreneurial spirit with his fundamental need to help others.

As general legal counsel for so many companies over the past 20 years, Joseph takes pride in his ability to manage complex business matters with a multi-faceted perspective that never loses sight of his clients' best interests.

Joseph served as Executive Vice President & General Counsel for Planet Fitness Holdings, LLC, one of the largest health club chains in the country. Prior to Planet Fitness, Joseph served as Vice President & Assistant General Counsel for 24 Hour Fitness. His expertise in matters of business are also punctuated by his strong understanding of real estate, land use and zoning laws, which he gained while



working as the Deputy City Attorney representing the Planning & Real Estate Departments of the City and County of San Francisco, City Attorney's Office. He holds a Juris Doctor degree, a Masters Degree in Urban Planning and a Bachelor's Degree all from UCLA.