



Ponce DeLeon Tidwell, Jr

Senior Counsel

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Ponce D. Tidwell, Jr. is a Senior Counsel in Ice Miller's Business Group. Ponce focuses on strategic marketing, business development, and client engagement especially geared towards expanding Ice Miller's Life Sciences Group and growth initiatives in the Sports & Entertainment Group. He counsels pharmaceutical and biotechnology companies on a wide range of clinical, FDA, and commercial drug development matters. He assists clients with contractual arrangements as well as transactional, regulatory, operational, and compliance matters. He has a proven track record of building strong client relationships, structuring complex strategic alliances, and driving commercial success for organizations.

Prior to re-joining Ice Miller, Ponce served as an Associate Vice President and Assistant General Counsel for a leading pharmaceutical company where he served as a senior legal and strategic advisor across multiple therapeutic areas and alliance relationships. With his collaborative approach and keen understanding of both legal and business drivers, Ponce is passionate about helping clients navigate the intersection of law, business, and brand strategy across industries.

Upon graduation from North Carolina A&T with a B.S. in Business Administration, Ponce served an apprenticeship under the late Dr. Leroy T. Walker, President Emeritus of the U.S. Olympic committee. As an entrepreneur, Ponce is a co-founder of the Down South Beverage Company (spirits company), co-founder of R&P Enterprises LLC (food service group), and founded an equestrian operation that owns, breeds, trains, and shows championship Hunter/Jumper/Dressage horses.

A native of Passaic, New Jersey, Ponce originally joined Ice Miller in 1995 after graduating from the Howard University School of Law and practiced with the firm until moving to an in-house practice in 1999. He is admitted to practice law in the state of Indiana.

Education

- North Carolina Agricultural and Technical State University (B.S., 1991)
 - Business Administration
- Howard University School of Law (J.D., 1995)

Services & Industries

- Business
- Collegiate Athletics
- Life Sciences & Biotechnology
- Sports & Entertainment

Admissions

- Indiana

Community Involvement

- Tocqueville Society Cabinet Member, United Way of Greater Atlanta, 2023–present
- Board of Directors, American Cancer Society in Kentucky, 2023–present
- Board of Directors, Whitefoord, Inc., 2021–present
- Member, 100 Black Men of Atlanta, Inc., 2020–present
- Board of Directors, Indianapolis Opera, 2010–2020
- Board of Directors, Dance Kaleidoscope, 1996–2002