

# MAJOR MEDIA COMPANY IDENTIFIES SENIOR ADVERTISING COUNSEL FOR INTERIM SUPPORT WITH LEGALPEOPLE

## THE CHALLENGE



The global streaming market is now a multi-trillion-dollar industry, with sub-verticals such as gaming, social media, and advertising. One of our clients, a media leader, decided to hire a Senior Marketing & Advertising Counsel to draft, negotiate, and oversee a wide variety of agreements- including digital and linear sales, advertising technology, and integrated marketing.

Our client sought a candidate with 10-15 years of experience at a major law firm or in-house at a consumer products company. The ideal candidate needed a history of advising clients on advertising law compliance, including FCC, FTC, and CARU guidelines, as well as providing counsel to creative teams, sales teams, and business executives.

The attorney that we brought on was a Cornell Law School graduate with BigLaw experience at Shearman & Sterling (AmLaw 100) and in-house experience at a consumer products company as a Marketing & Advertising Counsel.

Our hire was able to make an immediate impact in the development of internal compliance guidelines, NDAs and venue agreements, and linear and digital disclosures. The client was so satisfied with our candidate that they hired them for a full-time role after four months. Legalpeople's Specialized Interim Attorney Services allowed the Client to continue their search while managing time-sensitive compliance matters.

