

CONSUMER TECHNOLOGY COMPANY IDENTIFIES SENIOR COMMERCIAL MARKETING COUNSEL FOR INTERIM SUPPORT WITH LEGALPEOPLE

THE CHALLENGE



The global consumer technology market is a nearly trillion-dollar industry. One of our clients, a major consumer technology company, decided to hire a Senior Commercial Marketing Counsel to draft, negotiate, and oversee a wide variety of agreements.

Our client sought a candidate with over 10 years of experience at a major law firm and/or in-house at a technology company. The ideal candidate needed to have worked in a Product or Marketing Counsel role before with a history of supporting commercial and tech transactions.

The attorney that we brought on was a University of Michigan Law School graduate with four years of BigLaw experience, and 15 years of in-house experience at a both B2B and B2C technology companies.

Our hire was able to make an immediate impact in the development and review of various agreements related to advertising, such as promotions and sponsorships, influencer marketing, and out-of-home sales. The client was so satisfied with our candidate that they hired them for a full-time role after only two months. Legalpeople's Specialized Interim Attorney Services allowed the Client to continue their search while managing time-sensitive compliance matters.

