

DEBORAH MANNIA

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General Counsel

Commercial • Governance • Compliance

Personable commercial attorney and strategic leader with 20+ years of experience in the Tech Industry. Litigation and business background. Advises board and executives on strategy and risk management. Intellectually curious with broad legal knowledge base and emphasis on compliance, intellectual property, tech development and implementation. Organized, diligent, tenacious, and creative. Team player who understands growth culture and translates complex legal issues into understandable business terms. Works cross-functionally to minimize risks and maximize profits. Partners with stakeholders to achieve business goals and strategies while complying with applicable laws and regulations.

CORE COMPETENCIES

- Commercial Agreements
 - SaaS / Cloud / Artificial Intelligence
 - Data Privacy
 - Deal Structuring
 - Settlements & Releases
 - Negotiation
 - Regulatory Compliance
 - Corporate Governance
 - Policies & Procedures
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PROFESSIONAL EXPERIENCE

Principal, Law Offices of Deborah Mannia, San Francisco Bay Area, California 2005-Present
Fractional General Counsel

Provide risk management and strategic advice to entrepreneurs, start-ups, small and medium sized domestic and international growth companies in the technology, internet, manufacturing, software, cloud / XaaS, subscription, social networking industries. Structure and negotiate deals to maximize return, minimize risk, resolve impasses and achieve business goals. Deliver innovative solutions and legal opinions to achieve compliance, contract closure and revenue recognition. Key legal areas: intellectual property, contracts, templates, deal-structuring, negotiation, software / API licensing, privacy, data content.

Key Accomplishments include:

- Saved SaaS / AI deal with Fortune 20 company through negotiation and structuring to open lucrative new market sector
- Enabled launch of novel social networking site through quick compliance framework delivery
- Resolved dispute saving company from litigation and reputational harm, reduced future risk through organizational changes

Journal Communications, Inc. Subsidiary (broken up, divested), California / Michigan 2000-2005
General Counsel

Directed legal activities of medium-sized multinational subsidiary of media conglomerate. Company provided supply chain management, print and media, outsourcing services to SMEs and Fortune 100 customers to customers in technology, non-profit, and entertainment sectors. Advised subsidiary and parent C-Suite and Directors on domestic and international strategic and risk management, formulated policies and streamlined processes to achieve business and compliance goals in fast-paced, growth-oriented, dynamic environment. Provided broad range of legal services in areas including intellectual property, telecom, contracts, compliance, licensing, data content, privacy, real estate, security, governance, and general commercial matters. Directed outside counsel and litigation. Managed costs to meet business benchmarks. Created and delivered training programs. Collaborated to implement crisis plans, compliance program, obtain ISO certification.

Key Accomplishments include:

- Reduced strategic alliance costs by \$100,000+ and protected reputation by settling partner dispute
- Increased real estate revenue by \$1,000,000+ through favorable lease, sublease, and property settlement term negotiation
- Slashed costs by \$1,000,000+ through litigation management and co-location settlement negotiation

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DEBORAH MANNIA

Journal Communications, Inc. Subsidiary (broken up, divested), California / Michigan
Corporate Counsel

1997-2000

Provided strategy and compliance advice to C-suites of subsidiary and parent. Built Legal Department and cross-functional team to proactively implement risk management system. Created policies, procedures, contract templates, playbooks, and training programs. Negotiated and managed licenses for critical hardware and software. Hired, fired, managed outside attorneys. Directed litigation and mediation.

Key Accomplishments include:

- Saved \$100,000+ by settling long-standing commercial dispute
- Saved \$100,000+ evergreen contract re-negotiation to include favorable terms and pricing
- Achieved immediate \$100,000+ cost savings and created new profit center by implementing contract policy, training, and management system

Pro bono experience as Employment Compliance Auditor, Entrepreneur Mentor – business and legal basics, Mediator, Insurance Coverage Analyst for cancer victims, Public Speaking Mentor, Legislative Bill Judge, Moot Court Scorer, Speech Scholarship Judge, Mentor to future lawyers - San Francisco Bay Area, California

Additional experience as Civil Litigator, Criminal Litigator, Contract & Export Compliance Administrator - San Francisco Bay Area, California

EDUCATION AND ACCOMPLISHMENTS

J.D., Santa Clara University, School of Law, Santa Clara, California

Law Review, Phi Delta Phi Ethics Fraternity, Merit Scholar, U.S. District Court Extern, Research Assistant – Criminal Law, Research Assistant - International Law

B.S. Business Administration - Finance, San Jose State University, School of Business, San Jose, California

Summa Cum Laude (formerly Great Distinction), Phi Kappa Phi, Beta Gamma Sigma, President - Financial Management Association, Student Representative - Accounting & Finance Department Hiring Committee, Budgeting & Investments - Washington Square Student Credit Union, Research Assistant – Finance

Co-founder, Inaugural President and Chairman of the Board - Professional Association of Exporters & Importers, Inc., San Francisco Bay Area (National Membership)

Co-founded 501(c)(3) corporation to serve international trade professionals across industries and provide networking and training, information, and events. Developed operational structure, policies, procedures, created executive training program, led strategic planning initiatives, spoke at and moderated panels at seminars attended by startups and Fortune 100 companies.

LICENSES, ADMISSIONS, MEMBERSHIPS & CERTIFICATIONS

Admitted to Practice Law, California, California

Admitted to Practice Law, U.S. District Court, Northern District of California, California

Member, California Bar Association, California

Member, Association of Corporate Counsel, San Francisco Bay Area, California (National Membership)

Member, International Association of Privacy Professionals, San Francisco Bay Area, California (National Membership)

CIPP/US, CIPM - in progress