

SONYA L. SIGLER
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Professional Experience:

PractiGal Coaching & Consulting, Vancouver, WA 2/2014 – present. www.sonyasigler.com

Strategic planning services for new and emerging companies looking to grow rapidly or enter new market segments. Coaching executives and teams. Drafting business plans and go-to-market plans for new or stagnant products and services. Defining the market and ideal customer. Developing, drafting, and deploying policies and procedures for the smooth operation and provision of the products and services. Developing and deploying social media and marketing programs. Sales and business development for these new programs and market segments.

General Counsel services for growing corporations. Focused on developing, drafting, and deploying policies and procedures for the efficient use of minimal resources within legal departments or companies with no legal departments. These processes focus on 1) eDiscovery and litigation readiness; 2) information governance and management of data, including privacy for US and GDPR compliance for Europe; and 3) intellectual property management, licensing, and agreements. This work focuses on repeatable, documented and efficient processes.

SFL Data, San Francisco, CA 10/2011 – 1/2014 [Now Lighthouse Global](#)

Vice President, Product Strategy & Consulting – technology assisted review expert hired to define, evaluate, and document electronic discovery products and services for one of the top 100 fastest growing companies in San Francisco. Consult with and advise law firms and corporate legal departments on the deployment and use of various technology assisted review software programs and analytics for use in their information management, information governance, and eDiscovery efforts. Consult with law firms and corporate legal departments on all aspects of the EDRM. Train subject matter and case experts on use of the analytics software and evaluate the machine learning results with the legal teams to meet defined levels of precision and recall. Define, evaluate, and use time billing system, and work order management system. Thought leadership role as the outward facing voice of the company for extensive teaching, speaking, writing, and customer contact purposes regarding technology assisted review software and other eDiscovery software.

Cataphora Inc., Redwood City, CA 8/2002 – 10/2011 www.cataphora.com

Founder, General Counsel, and Vice President, Operations. Company sold to E&Y in 2011.

Responsible for all client-facing operations of the company. Consulted with clients at a high level to evaluate their specific needs and deploy an appropriate solution focused on the eDiscovery, internal investigations, or information governance areas. Technology assisted review expert. Highest point of escalation internally and externally for all unresolved customer service issues. Develop and maintain thought leadership role and an education outreach program, including public speaking and writing articles. Develop and maintain strategic relationships for the company, concentrating on the sale and distribution of its software and services to the legal community. Negotiate technology and partnership transactions. Work closely with the sales and marketing functions to create appropriate marketing and sales materials and develop and generate sales leads.

Managed all legal and administrative functions (finance, HR, facilities) of the company. Managed all legal work for the company, including customer contracts, SaaS agreements, software licensing, NDAs, employee and other agreements. Includes all privacy and compliance for US and Europe. Includes all corporate secretary functions, including drafting board minutes, opening a UK subsidiary in 2005, and recapitalizing the company in 2005. Negotiated all leases. Managed all aspects of opening new office in Washington DC in 2006, London in 2007, and new office space for California headquarters to house phenomenal employee growth over a two year period. Set up Serengeti and billing system to evaluate and analyze legal bills and to bill customers. Set up internal Wiki and SharePoint system to maintain agreements, contracts, and licenses. Manage outside counsel and direct their work in the areas of International, Immigration, Securities, HR, and Intellectual Property.

Independent Consultant, 2000 – 2002 www.sonyasigler.com

Consultant undertaking legal, business development and marketing related work for start-ups and established companies. Sample clients include Sony Electronics, IDO Systems Inc., Treasure Media LLC, Real Communities Inc., and Axil Computer Inc. Project work includes:

- **Legal:** Provided general corporate legal advice, as well as advice, drafting, and/or analysis relating to distribution agreements, technology licenses, trademark and copyright issues, government contracts and OEM and VAR agreements. Revamped all sales agreements and implemented an OEM and VAR contract procedure with sales. Managed all outside counsel. Drafted and reviewed contracts; managed outside counsel for patents and trademark work. Drafted and negotiated all licenses and contracts.
- **Business Development:** Developed and maintained strategic relationships for the company, concentrating on the distribution and use of its web community products. Developed and maintained relationships with publishers and developers to obtain distribution for company's products and technology. Developed and executed business development and partnership strategy for a startup online entertainment business with new business models centered on unique sponsorship methods. Defined products with marketing and engineering. Contributed to writing of business plan and investor presentation. Assisted with financing from corporate and venture capital sources. Led search for an acquirer for the company.
- **Sales & Marketing:** Strategic planning for sales & marketing. Wrote case studies, newsletters and press releases. Worked with analysts and press. Conceived, wrote, and deployed marketing programs.

Intuit Inc., Mountain View, CA 1995 - 2000 www.intuit.com, www.quicken.com

Corporate Counsel: Primary responsibilities included drafting, evaluating and negotiating all agreements and licenses for software and other web-based products and services for the Quicken, online banking, Quicken Mortgage and small business lending groups as well as the corresponding sections of Intuit's website, Quicken.com. Secondary responsibilities included the investments and small business Internet product groups. Developed and conducted IP strategy training for product groups. Developed Licensing, Legal Aspects of Marketing and Legal Aspects of Product Development training courses for product groups. Drafted, evaluated, and negotiated content, portal, advertising, link and other Internet agreements, software distribution agreements, site licenses, non-disclosures, and other types of agreements and licenses. Standardized non-disclosure and idea submission policies and agreements. Drafted and implemented: copyright, trademark, and advertising guidelines and policies; trademark clearance procedures; and contract administration procedures and database for legal files, intellectual property, and contracts.

Sega of America, Inc., Redwood City, CA 1992 - 1995 www.sega.com

Staff Attorney, Commercial and Corporate areas: Provided counsel to Product Development, Marketing, and Finance groups, and Sega Studios in Los Angeles. Conducted contract and licensing negotiations. Drafted and evaluated character, trademark, and software development agreements, as well as patent, merchandising/promotion, distribution, manufacturing, services, work-for-hire, non-disclosures, and other agreements. Provide advice and research on advertising, and packaging issues, contests, rebates, promotions, patent, copyright, trademark, and other corporate issues. Instituted company-wide intellectual property policies and guidelines as well as a product manager handbook. Set up contract administration database for legal, licensing and finance use. Supervised outside counsel on commercial and corporate matters. Work included corporate transactions such as, acquisitions, leases, receivables financing, and partnership agreements. Assisted in bankruptcy proceedings. Advised and assisted in responding to an IRS audit of Sega's transfer pricing practices. Evaluated and replied to customer complaints. Assisted with IP infringement and other litigation matters.

Bar Memberships: California State Bar (164513)

Prior Associations: American Bar Association, Association of Corporate Counsel, The Sedona Conference (Working Group 1), San Carlos Little League Coach, AYSO Coach

Education:

SANTA CLARA UNIV. LAW SCHOOL, Santa Clara, CA. J.D., May 1992
 Clerked for Patricia Bamattre-Manoukian on the 6th District Court of Appeal in San Jose; Research Assistant to Professor Anawalt; Santa Clara University Law Review, Associate Editor; Intellectual Property Association curriculum and membership chairman; Student Bar Association 3rd year class representative; Palo Alto Symphony; Santa Clara University Orchestra, Principal Trombone; Intramural Softball team.

FRANKLIN PIERCE LAW CENTER, Concord, NH, Summer 1991
 Licensing, Trademarks and Deceptive Trade Practices, and Copyrights

OXFORD UNIVERSITY, Magdalen College, Oxford, England, Summer 1990
 Computers and Law, Colin Tapper, Tutor

UNIV. OF CALIFORNIA, Berkeley, CA. B.A. Philosophy, Music minor, May 1989

UNIV. OF CALIFORNIA, Berkeley Extension. Certificates in Business Administration and Marketing, both Awarded with Distinction in Oct. 1999.

Sample Publications and Public Speaking:

My speaking engagements and workshops are extensive in topic, scope, geography and audience: Legal Tech, Georgetown, iQPC, ACC, WiE, ABA, CA state Bar, TX state Bar, WA state Bar, and ACC regional events, Corporate Counsel events, law school training, and many other events since 2004. Private CLE Training at selected law firms: Berliner Cohen, Hopkins & Carley, Royse Law Firm, Procopio, Perkins Coie, DLA Piper, and many others. Sample topics include:

- Fraud Detection through Pattern Analysis - NFPA Annual Meeting
- Cost Control Measures in eDiscovery Texas - State Bar Annual Meeting, Houston, TX
- First Time General Counsel - Association of Corporate Counsel - Corporate Counsel University, St. Louis, MO

Additional thought leadership activity listed here: <http://sonyasigler.com/thought-leadership/>

Offices Held:

1999 - Present: DesBrisay Sigler Family Foundation: Founder and President
 2005 - 2020: Chickens' Ball: Steering Committee, 2012 Chairman, 2016 Production Chairman, Ad Chairman 2010, 2014, Secretary 2006-2008, Chairman, 2008-2010
 2004 - 2018: San Carlos Charter Learning Center: Vice Chairman (2009-2016), Board Member
 2010 - 2017: Verify Valid: Advisory Board
 2008 - 2011: San Carlos Charter Learning Center: Fundraising Team Lead
 2005 - 2007, 2012: San Carlos Education Foundation: Grant Writer
 1998 - 2001: Cyberspace Law Committee of the CA State Bar, Business Law Section.
 1997 - 2000: Financial Institutions Committee of the CA State Bar, Business Law Section.
 1996 - 2001: Advisory Board Member of Women in Technology International (WITI).
 1996 - 2002: Secretary and Member of Board of Directors, Nova Vista Symphony. Chairman of the Development Committee. (I played bass trombone in this orchestra.)
 1994 -1996: Founder, Secretary and Treasurer of Women's Interactive Entertainment Association, which merged with WITI in June 1996.

Special Skills:

Inventor: US Patents 6,954,728, 7,797,168, 7,996,64, 8,407,086, and 8,417,535
 Languages: Rusty German, rustier French, and tourist Spanish
 Arbiter: JustResolve
 Websites: sonyasigler.com, iampractigal.com

Writer: blog contributor for various websites; magazines - Felida Fine Living, San Carlos Living
 Author: PractiGal Career Mentor book series - *WELCOME to the Next Level*: 3 Secrets to Become Unstuck, Take Action, and Rise Higher in Your Career and *What's Next for My Career?* Your Guide to Deciding to Leave Your Stable Job to Follow Your Passion and the accompanying online courses and workbooks.

Hobbies: Knitting, quilting, auto-crossing Porsches, yoga, reading, camping, hiking, travel, golf, softball, singing, and playing trombone, trumpet, and tuba simultaneously.