



Andrew J. Schlidt III

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Milwaukee

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Milwaukee, WI 53202

Practice Areas

Corporate Law

Data Privacy & Cybersecurity

Technology & Digital
Business

Admissions

Wisconsin

Education

Juris Doctor, Marquette
University Law School

Masters of Technology,
Purdue University

Bachelor of Arts, University
of Notre Dame



Andy Schlidt is a shareholder in the Technology & Digital Business, the Data Privacy & Cybersecurity and the Corporate legal practice groups. He advises clients in commercial transactions and compliance matters, drawing on his prior consulting work at Accenture and his Masters in Technology from Purdue University.

As Chair of the Technology & Digital Business practice, Andy negotiates a wide variety of commercial transactions. Recent engagements include domestic and offshore outsourcing deals (ITO/BPO), XaaS and cloud subscriptions, IT licensing, software development, hardware acquisition, IT joint developments, and strategic alliances. He also counsels clients on telecommunications matters including wireless, wireline, fiber optic, small cell, DAS, broadband, and telecom infrastructure deployment.

As Co-chair of the firm's Data Privacy & Cybersecurity practice, Andy helps demystify IT compliance for clients with a focus on data breach response, privacy and cybersecurity programs, vendor management, cyber insurance, and IT dispute resolution. He provides guidance on data privacy regulations, including the California Consumer Privacy Act (CCPA). Emerging areas of interest include the IoT, IIoT, AI, Blockchain, smart contracts, smart cities, and connected environments. He supports the firm's internal compliance initiatives as the firm's Chief Privacy Officer.

While at Purdue, Andy wrote his thesis on the technology risk management practices of Fortune 200 companies. He is a member of ITechLaw (a worldwide technology law community), the International Association of Outsourcing Professionals (IAOP), the International Association of Privacy Professionals (IAPP) and the Federal Communications Bar Association. He has served on the Advisory Board of the University of Wisconsin E-Business Consortium, and as a member of the Telecommunications Committee of the Wisconsin Public Utilities Institute.

Representative Experience

Technology counsel to a Fortune 100 financial services company for technology transactions, including negotiation of IT procurement, licensing, services, and outsourcing agreements with global vendors onshore and offshore.

Technology counsel to a Fortune 500 manufacturing company for technology transactions, including negotiation of IT procurement and IT managed services agreements with SAP, IBM, WIPRO, INFOSYS, and HCL for global operations.

Technology counsel to a U.S. manufacturer on remediation of a data security breach involving more than 100,000 credit cards stolen through the company's e-commerce site.

Technology counsel to one of the largest U.S. private companies in the outsourcing of core administrative business processes to four service providers in India.

Representative Experience

Technology counsel to a Wisconsin based healthcare system in the development of vendor and customer agreements for the commercialization of its propriety, custom developed electronic health record software, including creation of a Software as a Service offering to regional health clinics.

Outside general counsel to a U.S. fiber optics network aggregator and construction company on the deployment of its broadband network and negotiation of key vendor and customer agreements, as well as regulatory matters involving state public service commissions and the Federal Communications Commission (FCC).

Counsel to a Midwest IT solution provider of storage, data protection, virtual infrastructure, network access and optimization services on the implementation of an IT outsourcing program to offer to its corporate clients, including drafting and negotiating underlying customer and vendor agreements.

Counsel to a U.S.-headquartered computer manufacturer on the acquisition of a strategic third-party patent for purposes of integrating a liquid cooling technology into its core computer products. Further advised on securing additional patent protection for company innovations in this area.

Counsel to an international logistics software developer in the drafting and enforcement of master technology agreements, implementation agreements, maintenance and support agreements, reseller agreements, joint development agreements and strategic alliance agreements. Negotiated deals with customers such as DuPont, Sears, Target, and Pepperidge Farm.

Counsel to NYSE and NASDAQ telecommunications utilities in the deployment of wireless digital networks in Wisconsin, including securing government approvals, acquiring public and private land rights and negotiating lease/ co- location agreements.

Counsel to various real estate developer and property management companies in negotiating building access agreements for the provision of telecommunications or broadband utility deployment in their buildings. Recent example includes representing of a large regional nursing home and assisted living facility company in deployment of Charter broadband video and internet services to its 15 facilities in the Midwest.

Counsel to a US headquartered manufacturer of forklift and related equipment in the development and implementation of an enterprise-wide information security program.

Professional Association Memberships

Federal Communications Bar Association
International Association of Outsourcing Professionals Caucus
ITechLaw Association

Activities

ANativity Jesuit Academy – Facilities Board Member
Milwaukee County War Memorial, Vice Chairman and Board Member (former)

Honors

Milwaukee County War Memorial Patriot Award
Milwaukee County War Memorial Service Award
Notre Dame Club of Milwaukee Service Award
Wisconsin Super Lawyers, Rising Star, 2006-2007
Martindale-Hubbell AV Preeminent Lawyer (2006-2017)



Justin P. Webb

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Milwaukee

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Practice Areas

Corporate Law

Data Privacy & Cybersecurity

Intellectual Property

Technology & Digital
Business

Admissions

Wisconsin

Education

Juris Doctor, Marquette
University Law School,
2013, *summa cum laude*

Bachelor of Science,
University of California –
Los Angeles, 2003



Justin serves as co-chair of the firm's Data Privacy & Cybersecurity Practice Group and the firm's Chief Information Security Officer (CISO). He is also a member of the firm's Technology & Digital Business Practice Group. Justin holds the Certified Information Privacy Professional/US (CIPP/US) certification from the International Association of Privacy Professionals.

Justin's practice focuses on helping clients with the legal issues that arise from technology and data in an increasingly digital world, with a specific focus on cybersecurity and data privacy matters. His work includes:

- Compliance with state, federal and international privacy laws, including the General Data Protection Regulation 2016/679 (EU) (GDPR), the California Consumer Privacy Act (CCPA), and the New York Department of Financial Services Cybersecurity Regulation
- Data breach response and remediation
- Data breach prevention
- Drafting, reviewing and consulting on written information security programs, incident response plans, and subsidiary information technology and security standards and policies
- Establishing data privacy programs, including drafting, reviewing and consulting on data privacy notices and policies, governance, and information handling
- Cybersecurity and data privacy due diligence in mergers and acquisitions
- Litigation and regulatory matters concerning cybersecurity and data privacy
- Negotiating myriad technology contracts, including SaaS, software development, outsourcing, hosting, and technology implementation agreements

In his CISO role, Justin oversees the firm's information security program and incident response process, assesses the firm's cybersecurity posture and its security systems and measures, and develops strategies to mitigate risks to the confidentiality, security, integrity, and availability of firm systems and data.

Prior to joining Godfrey & Kahn, Justin was an associate at a large Milwaukee firm where he focused on data privacy and security matters, and litigated cases in both federal and state court. Prior to private practice, Justin served as a judicial law clerk to the Honorable J.P. Stadtmueller of the U.S. District Court for the Eastern District of Wisconsin.

During law school, Justin was a judicial intern for Justice Ann Walsh Bradley of the Wisconsin Supreme Court and the Honorable Diane S. Sykes of the Seventh Circuit Court of Appeals.

Prior to practicing law, Justin was the Information Security Officer at a top-100 private university, where he was in charge of all aspects of the university's information security program, including intrusion detection and prevention, incident response, penetration testing, and forensic analysis. He also coordinated with the university's general counsel on legal issues relating to cybersecurity and information privacy.

Court Admissions

United States Court of Appeals, Seventh Circuit
United States District Court for the Northern District of Illinois
United States District Court for the Eastern District of Michigan
United States District Court for the Eastern District of Wisconsin
United States District Court for the Western District of Wisconsin

Professional Association Memberships

Eastern District of Wisconsin Bar Association
International Association of Privacy Professionals
Milwaukee Bar Association
Seventh Circuit Bar Association

Activities

Advisory Council for the Marquette Center for Cyber Security Awareness and Cyber Defense
Marquette Law Review, former Technology Editor
Marquette Law School Pro Bono Society

Honors

CIPP/US certification from the International Association of Privacy Professionals (IAPP)
Recognized as a *Wisconsin Rising Star in Technology Transactions* (2018, 2019)
Recipient of Nine CALI Excellence for the Future Awards
Eagle Scout

Contact

www.linkedin.com/in/arianestrombom (LinkedIn)

Top Skills

Technology Transactions
Negotiation
Marketing Law

Languages

Spanish (Limited Working)
French (Limited Working)
English (Native or Bilingual)

Publications

Strombom Brings Creativity to Her
Technology Practice at WHD

Why your website needs a good
privacy policy

Handicap-Accessible Websites:
Ensure Your Website is ADA
Compliant

Five Essential Considerations for
Companies Considering Cloud
Computing

Brand Protection on the Internet

Ariane Strombom

Assistant General Counsel, Technology and Marketing,
Northwestern Mutual
Milwaukee

Summary

Business-savvy technology and brand lawyer with broad transactional experience and uncommon strategic and operational insight developed through professional roles on three continents. Current work includes negotiating key technology licensing for a highly regulated FORTUNE 100 company, leading a team to oversee legal and regulatory aspects of digital and traditional marketing campaigns, advising in-house entrepreneurial initiatives on intellectual property and technology law, and leading process improvement for transactional legal work across the enterprise.

Experience

Northwestern Mutual

4 years 2 months

Assistant General Counsel, Technology and Marketing
July 2018 - Present (2 years 2 months)

Milwaukee, Wisconsin

- Lead negotiation and drafting of over 350 third party complex technology deals annually, including SaaS, software, and data licensing agreements, in collaboration with internal business and risk leaders.
- Lead legal advice related to strategic marketing and advertising commercial transactions, including those related to advertising, sponsorship, talent, affiliate, and influencer partnerships, and agency, consulting, and research initiatives.
- Oversee legal and regulatory aspects of key marketing and advertising initiatives, including production review. Collaborate with external agencies to create compliant campaigns.
- Lead a cross-functional team to advise on traditional, digital, paid, and earned media strategy.
- Evolve online privacy statement to standardize framework for over 20 Company-owned domain names.

- Enforce and vet trademarks and copyrights for the Company and its subsidiaries and affiliates.
- Manage third party contract wind-down strategy during dissolution of a major subsidiary; recommended and executed appropriate resolutions for over 200 transactions.
- Initiate and execute transactional law process enhancements, resulting in acquisition of new technology, increased legal support headcount, and revision of intake and matter management process to drive value, improve metrics, and relocate high-volume/low-value legal work.
- Innovate new client service and training opportunities for procurement teams, including development of template and clause libraries, group training, and weekly office hours for legal advice.
- Advise internal start-ups, incubators, technology initiatives, and projects on legal risks and navigation of corporate policies and procedures.
- Chair Women's Employee Resource Group Program Strategy and Execution Committee.

Counsel

July 2016 - July 2018 (2 years 1 month)

Milwaukee, WI

Whyte Hirschboeck Dudek S.C.

4 years 2 months

Associate Attorney, Corporate Practice Group

June 2013 - June 2016 (3 years 1 month)

Milwaukee, WI

- Negotiated and drafted contracts for various technology transactions, including software licensing, business process outsourcing, and SaaS and other cloud services deals.
- Advised clients on internet, e-commerce, mobile application and social media matters, including privacy and data breach regulations, cybersquatting, and clickwrap/browsewrap agreements.
- Participated in complex domestic and international business transactions, including commercial contract negotiation and mergers and acquisitions.
- Seconded as in-house technology counsel for a leading electronic health records software client.
- Secured nation's largest healthcare software consulting company as a technology law client.
- Oversaw regulatory healthcare matters, including FDA medical device registration.

- Created firm's lean contract review portal for fixed-fee client contracts.
- Served as co-chair of the firm's International Corporate Transactions Team.

Law Clerk

May 2012 - June 2013 (1 year 2 months)

Milwaukee, WI

Northwestern Mutual

Law Clerk

May 2011 - May 2012 (1 year 1 month)

Milwaukee, WI

AIESEC UK, Ltd.

Vice President

July 2008 - July 2009 (1 year 1 month)

London, United Kingdom

AIESEC, a global nonprofit, runs a professional internship and development program in over 100 countries to develop future business leaders (www.aiesec.org).

- Managed the non-profit's national Board of Directors and Board of Advisors, composed of senior-level executives at partnering organizations, like Ashurst, Accenture, Capgemini, and Alcatel-Lucent.
- Retained 90% of existing corporate client base and signed 5 new national sponsorship accounts and one new global account with blue chip firms, generating 20% of the organization's revenue.
- Successfully managed 35 prominent global and national accounts, including HSBC, Procter & Gamble, PricewaterhouseCoopers, Ernst & Young, and The Financial Times.
- Created, chaired, and facilitated the first European sales training conference. Chaired and attended conferences in Brazil, Portugal, Russia, Turkey, United Arab Emirates, and across the UK.

AIESEC Qatar

Director, External Relations

June 2007 - May 2008 (1 year)

Doha, Qatar

- Launched a national office of the global association in Qatar as part of an international team of three.
- Obtained Qatari government funding of \$100,000 for an AIESEC-run female-focused career counseling program, the first of its kind in the country.

- Created and organized the first Persian Gulf-wide leadership conference, held in Bahrain in 2009.
- Signed two new accounts with local businesses – the first partnerships of their kind in the country.
- Represented AIESEC Qatar at global meetings in Dubai, UAE, and Istanbul, Turkey.
- Led business development through partnerships with organizations like Qatar Petroleum, Shell, Qatar Financial Centre, and the Qatar Government Ministry of Education.

Education

Marquette University Law School

J.D. · (2010 - 2013)

University of Wisconsin-Madison

B.A., Political Science, International Studies: Global Security · (2003 - 2007)