

LIZA VALERIE SCHAEFFER

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SUMMARY

A trusted advisor with outstanding communications, client service, organizational, and relationship management skills. Proven record of delivering strategic, practical legal and business solutions focused on client success while minimizing risk. Recognized by peers, senior leadership and staff for inclusive, collaborative approach.

Core knowledge and skill areas

Complex Negotiations
Risk Mitigation
Corporate Governance
Information Security
Regulatory Compliance

Strategic Thinking
International Experience
Intellectual Curiosity
Interpersonal Skills
Pragmatic & Creative Problem Solving

PROFESSIONAL EXPERIENCE

Broadway Technology, LLC, New York, NY

Senior Counsel, Sept 2015 – April 2021

Reporting to the executive management team and General Counsel, responsible for:

- Negotiating complex commercial agreements including master services agreement with tier-one financial institutions, outsourcing services and software licensing deals, and facilitating their timely closure while minimizing risk exposure;
- Supporting internal stakeholders across different business lines (finance, sales, account management, development, product) and geographic locations (US, EMEA, APAC) with all aspects of the customer relationship, from deal formation (NDA's, RFP's, sales proposals) through to account management, renewals and terminations;
- Managing all merger and acquisition activity, capital raises, divestments, financings, regulatory inquiries and organizational restructuring;
- Collaborating with sales, account management, development, product teams, and HR to review and approve all vendor agreements including but not limited to supply agreements, data licenses and SaaS agreements, leases and architectural build-out agreements, marketing and sponsorship agreements, loan-out and staffing agency agreements;
- Structuring form agreements and Broadway's legal databases;
- Resolving commercial, licensing, employment and contractual disputes, including working with outside counsel as necessary;
- Supervising customer-initiated audits, screenings and compliance reviews.

Achievements and Key Results:

- Lead negotiations on multi-year deals worth over \$50M in locked YOY revenue with tier-one financial institutions such as Barclays;
- Overhauled Broadway's client legal onboarding process to improve efficiencies and dramatically shorten time to revenue.

- Implemented company-wide policies covering privacy/GDPR compliance, risk management, fraud and anti-bribery, personnel screening and open source software approvals;
- Partnered with Broadway's Information Security Director to develop Broadway's security incident response plan and processes, and achieve SOC2 Type II compliance;
- Restructured Broadway's employee manual to apply cross-jurisdictionally to personnel in the US, Canada and the United Kingdom;
- Founding member of Broadway's Equity Diversity and Inclusion Team (EDIT) and Empower Hour (women's affinity group).

Dentons US, LLP (formerly Salans LLP), New York, NY

Senior Managing Associate, October 2013 – September 2015

Associate, September 2007 – September 2013

Commercial and intellectual property counsel to a variety of clients, from multinational conglomerates to private wealth individuals, with a focus on luxury goods, apparel, beauty, and food industries. Experience included:

- Drafting and negotiating complex commercial contracts, outsourcing and master services agreements, trademark and copyright licensing, advertisement and technology matters, co-branding and co-existence agreements, assignments, endorsements, distribution agreements, boutique operation agreements, consulting, work for hire and design services agreements, consents and releases;
- Advising clients on e-commerce, advertising, marketing, promotions and social media matters, event management and sponsorship agreements, website design agreements, website terms of use and terms of sale, privacy policies and disclosures, sweepstakes regulations and search engine optimization advertising;
- Providing strategic guidance with respect to corporate formation and governance to start-ups, emerging growth and companies entering the U.S. market;
- Assisting clients with worldwide trademark portfolio management and branding strategies, including supervising the domestic and foreign prosecution of trademark and trade dress applications and defending clients in domain name disputes under the UDRP;
- Advising clients on import and export regulations and conducted client trainings for overseas personnel;
- Supervising mid-level and junior associates, paralegals and local counsel teams.

Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP, New York, NY

Associate, September 2004 – September 2007

Advised clients on cross border strategies, trade compliance issues including customs law (import/export regulations), intellectual property management, advertising arrangements and consumer protection laws. Represented retailers and brand owners in litigation and customs audits. Developed internal policies and employee trainings on trade compliance regulation. Managed trademark and copyright recordations with U.S. Customs & Border Protection. Advised retailers on marketing issues including permissible uses of puffery, regulatory marking requirements, and advertising claims on product packaging.

Fashion Institute of Technology, New York, NY

Adjunct Professor, Spring 2007 – Fall 2007

Developed and taught undergraduate courses on import/export regulations and international business law.

United Nations, New York, NY

Legal Intern, Security Council Affairs Division, Department of Political Affairs, Fall 2003

The Innocence Project, Benjamin N. Cardozo School of Law, New York, NY

Student Advocate, Academic Year 2002-03

Honorable Katharine S. Hayden, United States District Court Judge, District of New Jersey, Newark

Judicial Intern, Summer 2002

RECENT VOLUNTEER WORK

Colonial Elementary School PTO, Pelham, NY

VP Diversity, Equity & Inclusion, Academic Year 2021-22, '22-23

Served as first VP of DEI and worked closely with the Colonial's Principal and District leadership teams to implement systems that foster and are responsive to Pelham's multicultural and LGBTQ communities. Notable achievements include developing a Student Handbook and DEI website, successfully implementing school and district-wide multicultural celebrations such as *Colonial Celebrates!* (an innovative program that introduces students to daily multicultural "fun facts" and has been adopted by other elementary schools in the District), working with teacher teams to roll out grade-level cultural enrichment programming aligned to NYS standards, and advocacy at the BOE level for DEI training(s) and supports, including through the budget process.

Pelham Schools Board of Education, Advocacy & Community Engagement Committee, Pelham, NY

Member, Academic Year 2018-19, '19-20, '21-22, '22-23

BAR ADMISSIONS & MEMBERSHIPS

Admitted: 2005 New York

Bar Memberships: U.S. Court of Appeals for the Federal Circuit, U.S. Court of International Trade, Southern District of New York

EDUCATION

Benjamin N. Cardozo School of Law, New York, NY

Juris Doctor, Concentration in International Law, June 2004

Honors: Jacob Burns Medal for Outstanding Contribution to the Law School
Moot Court Honor Society
European Union Law Moot Court (founding member)

The University of Virginia, Charlottesville, VA

Bachelor of Arts in Politics & French (double major), May 2001

Honors: Jefferson Literary & Debating Society

LANGUAGES; WORK AUTHORIZATIONS

Fluent in English and French.

Authorized to work in the United States, EU and Switzerland.