

## **GENERAL COUNSEL and BUSINESS EXECUTIVE**

*Valued Business Partner and Strategic Advisor to Executive Management*

Trusted general counsel and business executive with a broad range of international and domestic legal and management experience in Internet, technology, and digital media industries. Committed to building top-performing, global, highly skilled, and resilient legal and business teams that solve complex problems in creative and practical ways. Respected leader with a management philosophy that focuses on fostering an entrepreneurial, proactive, solutions-oriented culture. Managed large, international teams responsible for:

- Complex Deals and Partnerships
- Licensing
- Privacy
- Business Counseling
- Intellectual Property
- Litigation
- Public Policy
- Regulatory and Compliance
- Corporate and Securities
- Antitrust

## **PROFESSIONAL EXPERIENCE**

**JULIE HSU CONSULTING**, Los Angeles, CA

**2017-Present**

### **Founder/Principal**

Consulting firm focused on working with early to mid-stage pre-IPO global media, entertainment and technology companies to optimize corporate structure, develop business terms, negotiate and implement strategic deals (e.g., sales, marketing, procurement, SaaS, licensing), advise on technology and digital media issues (including data, privacy and security), acquire top talent and devise a growth strategy. Representative clients include Pinterest, Workday, Top Rank, Nauto, and Cloudera.

**YAHOO**, Playa Vista, CA

**2003-2017**

### **Vice President & Deputy General Counsel, Americas (2013-2017)**

### **Vice President & Associate General Counsel, Partnerships (2008-2013)**

### **Senior Director (2005-2008)**

### **Director (2003-2005)**

Led regional team of 40 professionals responsible for negotiating and managing all commercial contracts for Yahoo in the U.S., including strategic alliances, e-sports, sponsorships, events, content deals, mobile, broadband, advertising, and technology licenses. Handled all legal matters for Latin America, Canada, and specific US business units and product groups. Managed a \$10M/year team budget, including a \$2M outside counsel budget. Held progressively responsible positions, including Associate General Counsel.

- Led, negotiated and managed strategic alliances with Microsoft and Google for online advertising services, resulting in over \$360M per quarter and approximately 40% of the Company's revenues.
- Negotiated and closed deals that generated a substantial majority of the Company's revenues with companies such as Mozilla, AT&T, and Apple.
- Led and closed content partnerships with companies such as Live Nation, NFL, and Hulu.

- Managed and advised on the Company's launch of e-sports and online sports gambling, including sponsorship and talent deals.
- Acted as business/subject matter expert in multiple M&A and other strategic transactions.
- Advised Board of Directors on risks associated with strategic deals and business initiatives, including re-structured Verizon acquisition transaction, to achieve most desirable outcomes for Company.
- Executive member of cross functional team tasked with investigating projects on complex topics such as daily fantasy, online gambling ads, and net neutrality,
- Counseled legal, product, and business teams on structuring commercial agreements, emerging technologies, and online advertising product launches, including Yahoo Gemini, Yahoo's first native advertising product, to support revenue growth and minimize legal risk.
- Established global, uniform customs and practices to ensure consistency across Company and facilitate compliance with Company policies and guidelines.
- Maximized team productivity by evaluating team infrastructure, optimizing limited resources, and collaborating with business partners.
- Advised M&A team on business and legal risks associated with acquisitions, and partnered with business and product teams on integrations of newly acquired companies, such as Tumblr, Flurry, and Bright Roll.
- Collaborated with cross-functional teams to provide business knowledge and assessment relevant to SEC, antitrust, privacy, security, litigation, and public policy matters.
- Key member of Company-wide project teams tasked with re-defining Company's performance review process, revamping Company's global approval matrix, and leading integration efforts for commercial transactions/partnerships in connection with Verizon acquisition.
- Chaired legal department's People Committee, which focused on leadership, career development, mentoring, pro bono, new hire practices, and training initiatives. Executive Sponsor of Yahoo's Women in Tech organization in Southern California.

**WARNER BROS. RECORDS, Burbank, CA****2001-2003**

Negotiated and drafted artist agreements and licensing deals. Advised business teams on marketing, publishing rights, and licensing issues. Created new-artist agreement template to address digital media and other industry concerns.

**GRAY CARY WARE & FREIDENRICH, Palo Alto, CA****1999-2001****Associate, Corporate & Securities**

Represented early-stage and Fortune 500 companies, primarily in the high-tech industry. Advised clients regarding transaction structure and negotiation strategy. Negotiated and drafted documents for complex M&A transactions, including stock and asset deals for equity and cash consideration. Represented clients in private venture capital financings and public stock offerings.

**KAYE SCHOLER FIERMAN HAYES & HANDLER, Century City, CA****1997-1999****Associate, Corporate & Securities**

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**EDUCATION**

**USC LAW SCHOOL**, Los Angeles, CA  
Juris Doctor (J.D.)

**1993-1996**

American Jurisprudence Awards for Constitutional Law I, Constitutional Law II, and Community Property

**UNIVERSITY OF CALIFORNIA, LOS ANGELES**, Los Angeles, CA  
Bachelor of Arts (B.A.) in English and Economics  
Conversational Mandarin Chinese

**CERTIFIED INFORMATION PRIVACY PROFESSIONAL (2018)**