



## **Martin J. McLaughlin** Shareholder

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Marty McLaughlin serves as co-chair of Reinhart's Corporate Law Department and chair of the firm's Data Privacy and Cybersecurity Practice Group. He prides himself in understanding his clients' businesses in order to provide thoughtful counsel regarding his clients' most complicated matters.

Breadth and depth of experience are the cornerstones of Marty's practice. He serves as outside general counsel to a variety of clients, collaborating across the Reinhart platform to offer innovative solutions in the areas of corporate finance, private equity, mergers and acquisitions and data privacy. His clients include businesses involved in technology, life science, medical products, energy, finance, publishing, food and manufacturing, and range from startups to companies with annual revenues in excess of \$1 billion.

Marty offers closely held, middle-market business clients strategic advice in many of their most critical business and legal matters. He not only excels in providing practical, cost-effective answers to his clients' day-to-day legal needs, but also in highlighting opportunities, identifying risks and developing alternative strategic solutions.

In his role as chair of the firm's Data Privacy and Cybersecurity Practice, he regularly counsels C-suites on information security compliance and risk management, advises clients on cross-border data transfers (including complying with the GDPR), and prepares information security and compliance related policies. Clients facing ransomware attacks, social engineering fraud and other data privacy incidents turn to Marty because of his extensive experience in crafting real-time incident response strategies.

Marty holds the Certified Information Privacy Professional/United States (CIPP/US) designation from the International Association of Privacy Professionals and speaks regularly to business and professional groups on data privacy issues.

He enjoys spending his free time with his family, cooking, exercising and biking.

## Education

- J.D., magna cum laude, Boston University School of Law
- B.S., with honors, University of Wisconsin-Madison
- The International Association of Privacy Professionals (IAPP)

## Bar Admissions

Wisconsin

## Practices

- Corporate Law
- Commercial and Competition Law

## Services

- Mergers and Acquisitions
- Data Privacy and Cybersecurity
- Commercial and Competition Law
- Securities
- Artificial Intelligence

## Matters

- Assisted a leading publishing company in restructuring its European operations
- Advised in the sale of a medical products company to a diversified, venture capital-backed holding company
- Supervised the sale of an industry leading LED producer to a publicly traded, strategic buyer
- Oversaw the auction and sale of a large European-owned ethanol refinery
- Counsels private equity funds and their portfolio companies with respect to general corporate counsel and corporate finance
- Assists companies ranging from entrepreneurial startups to established businesses to obtain capital to support growth and strategic plans
- Advises clients with respect to their product distribution networks
- Provides corporate and acquisition counsel and supervises the provision of other legal services to businesses in a wide range of industries
- Assists clients in structuring tax-efficient transfers of closely held businesses to the next generation



- Advises clients in responding to ransomware and other malware attacks
- Regularly counsels clients regarding data privacy incident responses, cross-border data transfers, information security programs, cybersecurity best practices and data privacy risk management

## Honors & Affiliations

### Honors

- Wisconsin Top Rated Lawyer Martindale-Hubbell AV® Preeminent™ Peer Review Rated
- *Best Lawyers in America* (Corporate Law)
- CIPP/US

### Affiliations

- Milwaukee Bar Association
- State Bar of Wisconsin
- The International Association of Privacy Professionals (IAPP)

## Presentations

["Cybersecurity and the Duty to Protect Client Data,"](#) *Wisconsin Lawyer* (November 2019)