



## Michael J. Gentry Shareholder

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Michael Gentry is a shareholder in Reinhart's [Labor and Employment Practice](#), where he assists clients in tackling complicated problems related to their workforces, including protecting their systems and proprietary data—through counseling, contracts, strategy, negotiations and litigation.

He assists clients through all stages of [employment counseling](#) regarding discipline, leave and termination decisions, as well as tailoring policies and employee-facing agreements to meet their employment, proprietary data and security needs.

Michael is also a member of the firm's [Data Privacy and Cybersecurity Group](#) and [Artificial Intelligence \(AI\) Group](#), where he leverages his litigation experience to help clients prevent data theft and wire fraud and to realize opportunities of advancing AI technologies while complying with international and U.S. data privacy laws and protecting their data. As a Certified Information Privacy Professional (CIPP/US), he is able to bring even more value to his clients in these rapidly evolving fields.

He consistently represents clients in [litigation](#) on related issues: non-compete and non-solicitation issues, protecting trade secrets and confidential information, alleged discrimination and in wage and hour class and collective action matters, as well as in disputes involving wire fraud, computer crimes and under the Computer Fraud and Abuse Act.

Before joining Reinhart, Michael worked for the State of Wisconsin where he counseled and represented state agencies in labor and employment law matters. His previous experience representing the interests of management, individuals and government agencies brings unique insight to his practice. He is adept at anticipating issues, understands how parties are incentivized and often finds solutions short of litigation.

In a field where negotiation and compromise are key, his down-to-earth, authentic personality is an asset. He works to become an integral part of his clients' teams, fostering open communication and familiarity with their plans and concerns.



Michael is part of the firm's cycling group and regularly supports fundraising rides and races. Along with cycling, he enjoys spending time with his family, being outdoors and traveling.

## Education

- J.D., cum laude, Marquette University Law School
- B.S., Anderson University

## Bar Admissions

Wisconsin

## Court Admissions

- U.S. District Court, Eastern District of Wisconsin
- U.S. District Court, Western District of Wisconsin
- U.S. Court of Appeals, Seventh Circuit

## Practices

- Labor and Employment

## Services

- Employment Litigation
- Data Privacy and Cybersecurity
- Artificial Intelligence
- Employment Counseling, Advice and Compliance
- Wage and Hour
- FMLA Leave and Disability Management
- Financial Institutions

## Matters

- Works with businesses to proactively develop employment strategies, policies and procedures, drafting and reviewing employee handbooks, contracts and other documents to ensure compliance with applicable laws and regulations
- Advises clients and represents them in litigation with respect to a variety of employment-related issues including employment aspects of sales and acquisitions, employment contracts, noncompete and confidentiality agreements, discrimination, retaliation, wrongful discharge, breach of contract, wage and hour, WARN compliance, worker's compensation, unemployment compensation, sexual and other workplace harassment, family and medical leave laws, the Wisconsin Concealed Carry law, and the Fair Credit Reporting

Act

- Helps clients with rollout of AI-based workforce performance review systems and advises them on AI-related compliance issues

Examples of reported decisions:

- *Eaton v. J. H. Findorff & Son, Inc.*, F.4th 508 (7th Cir. 2021)
- *Sanford v. Preferred Staffing Inc.*, 447 F. Supp. 3d 752 (E.D. Wis. 2020)
- *Murphy v. City Wide Insulation of Madison, Inc.*, No. 2017CV000219 (Wis. Cir. Ct. Dane Cnty. Apr. 11, 2019)
- *Cleland v. Mortara Instrument, Inc.*, No. 17-C-0275, 2018 WL 3014833 (E.D. Wis. June 15, 2018)

## Honors & Affiliations

Honors

- Certified Information Privacy Professional/United States (CIPP/US) designation from the International Association of Privacy Professionals
- “Ones to Watch” by *Best Lawyers in America* (2021, 2022, 2024)
- Selected for inclusion in Wisconsin Super Lawyers – Rising Star (2015; 2017; 2018; 2020-2023)
- CALI Awards in Employment Discrimination, Appellate Writing and Advocacy
- Wagner National Labor & Employment Law Moot Court Competition

Affiliations

- State Bar of Wisconsin
- Milwaukee Bar Association
- Midwest Athletes for Childhood Cancer Fund (MACC), Emerging Leaders Board

## Presentations

- “[Technology and Privacy in Employment](#),” State Bar of Wisconsin Labor and Employment Section 2022 Health, Labor and Employment Law Institute (August 18, 2022)
- “[New and Recurring Issues with Remote Workforces](#),” 2021 Reinhart Labor and Employment Seminar (February 2021)
- “[Administering New Emergency Federal Sick Leave and Public Health Emergency FMLA Leave](#),” 2020 Reinhart Labor and Employment Seminar (March 2020)



- [“The Future of Employee Privacy,”](#) 2019 Reinhart Labor and Employment Seminar (February 2019)

## Publications

- [“AI Wild West: Employers Must Be Policy-Proactive in the Generative Era,”](#) Milwaukee Business Journal (January 15, 2024)
- [“True Grit: Milwaukee Adapting to Remote Working,”](#) *Milwaukee Commerce Magazine*, published by the Metropolitan Milwaukee Association of Commerce (Spring 2022; Vol. 101; No. 1)
- [“Moving Past the Great Resignation: Employer Strategies for the New Normal,”](#) *BizTimes Milwaukee* (March 2022)
- [“It’s Beginning to Look a Lot Like ... Fair Credit Reporting Act Disclosures are Destined to be Alone for Now,”](#) *State Bar of Wisconsin* (December 2017)