

Janine Anthony Bowen

Partner

Atlanta

T +1.404.946.9816 F +1.404.459.5734

jbowen@bakerlaw.com



Services

- Privacy Governance and Technology Transactions
- Digital Assets and Data Management
- Technology & IP Transactions and Outsourcing
- Advertising, Marketing and Digital Media
- Digital Transformation and Data Economy

Industries

- Software
- Healthcare Technology

Emerging Issues

- Internet of Things (IoT)
- U.S. Consumer Privacy, the CCPA and the CPRA

Prior Positions

- IBM: Program Manager (1995 to 1999)
- CIBA Vision: Industrial Engineer (1993 to 1994)
- Accenture: Senior Consultant (1991 to 1993)

Admissions

- Georgia

Education

- J.D., Georgia State University College of Law, 1998
- M.S., Industrial Engineering, Clemson University, 1991
- B.S., Industrial Engineering, Clemson University, 1989

Janine Anthony Bowen is co-lead of both the Privacy Governance and Technology Transactions and the Digital Transformation and Data Economy teams. Additionally, she serves as the Atlanta and Orlando Digital Assets and Data Management Leader. Always operating at the intersection of technology, data and value creation, her skills as an entrepreneur, engineer and strategist come together through her technology practice. Janine is a pragmatic and seasoned professional who counsels clients in matters regarding digital transformation, healthcare technology, privacy and data protection, and the use, licensing, acquisition and commercialization of technology and intellectual property. Always on the front lines of industry innovation, she led global efforts to license technology to solution developers during her time as a program manager at IBM. Janine also established and managed a technology law boutique firm, developing and implementing its cloud-based infrastructure. Because of her knowledge of SaaS and her experience as a software development project manager, she has established herself as a valued source of insight for both vendors and acquirers of technology. This breadth of experience in business, legal, and strategic matters gives Janine's clients a clear advantage as they navigate issues regarding digital transformation in their businesses.

Janine is also well-versed in the areas of privacy law and cyberlaw. Notably, she counsels clients on how to prepare for the new California Consumer Privacy Act (CCPA) and the potential of other U.S. state and federal privacy laws, including designing and implementing information governance and privacy compliance programs. As Co-Chair and a faculty member of the Practising Law Institute's program "Cloud Computing: Key Issues and Practical Guidance," she is often called on to speak to the latest industry trends and best practices. Her comfort with complex issues makes Janine a trusted advisor for clients negotiating strategic technology-related deals, as well as those in need of intelligent analysis, cost control, strategic growth advice and thought leadership.

Janine's clients aren't the only ones who've taken notice of her strengths: In 2017, she became the first woman to receive the highest honor bestowed by Clemson University's College of Engineering, Computing and Applied Sciences, when she was inducted into the Thomas Green Clemson Academy of Engineers and Scientists.

Experience

Digital Transformation

- Advised a Fortune 500 general building materials company in development and execution of digital and internet strategy for provisioning software and cloud-based solutions for the auto-collision repair industry.
- Counseled a global multibrand restaurant company in structuring its next generation telecommunications strategy, including issues around data ownership, data privacy and use of multibrand pricing methodologies as a funding mechanism for future growth.
- Counseled a manufacturing machinery producer on issues associated with the potential acquisition and deployment of a software company as a stand-alone new service line.
- Advised a leading national professional services firm on IP ownership and confidentiality issues associated with potential commercialization of homegrown client service offerings as cloud-based client service solutions.

Cloud and Technology Counsel Experience

- Lead counsel for a \$125M education SaaS technology business.
- Serving as lead technology and intellectual property counsel in the \$354 million acquisition of a credit card processing company.
- Serving as lead counsel to an emerging growth mobile services in the negotiation of its multimillion-dollar mobile technology solutions agreements with Fortune 500 companies.
- Representing an insurance company in its multimillion-dollar, multi-party, cloud and software services agreements.
- Counsel venture-backed textile technology company on technology and intellectual property matters.

Healthcare Technology

- Chief counsel for clinical cardiac data provider for hospitals, doctors, and health systems; negotiated all customer relationships, data acquisition relationships, online services terms, and ultimate sale of business to a Fortune 500 for-profit healthcare system.
- Lead technology and privacy counsel for cutting-edge first-generation provider of online therapy and counseling services, managing technology and consumer agreements, and ensuring HIPAA compliance.
- Supports healthcare system as lead technology and intellectual property counsel, advising organization in more than \$50 million worth of technology acquisitions.
- Advised healthcare customer-relationship management company on commercial transactions and the development privacy and data strategy, navigating HIPAA compliance and regulations.

Technology Transactions

- Spearheading the acquisition of a \$100 million enterprise resource planning (ERP) software and cloud service as lead technology counsel.
- Serving as lead technology counsel on the outsourcing of a \$75 million

ERP application management system.

- Actively presiding as lead counsel in the negotiation of \$160 million and \$50 million cloud services agreement between a provider of outsourced technology services and the provider's client.
- Lead technology counsel on \$35 million front-of-the-house, timekeeping, HR and back office cloud services acquisition for 1,000+ unit private equity-backed restaurant franchise company.
- Advising multi-billion-dollar health and beauty company as lead technology counsel on \$20 million international unified commerce cloud solution.
- Serving as lead counsel in \$15 million cloud-based talent and expense management solution acquisition.

Privacy and Data Protection

- Lead privacy and data counsel to publicly traded utility company, providing counsel on the development and execution of enterprise wide data transformation strategy.
- Acting as lead counsel to minerals and material solutions provider, evaluating and mitigating risks of third party installation of Internet of Things tracking technologies for assets management.
- As privacy counsel to a global public relations and earned media software company, led organization through multiple acquisitions of portfolio companies and conducted privacy diligence for select number of transactions.
- Lead privacy counsel to cutting edge healthcare funding provider; provided 50-state analysis of privacy landscape for company.

Advertising and Marketing

- On behalf of e-commerce retailers and consumer products companies, negotiates use of consumer data for targeted advertising and drafts clear consumer terms of use for consumer facing websites, loyalty programs and promotions.

Recognition

- *The Best Lawyers in America*® (2018 to Present)
 - Georgia: Technology Law
 - Georgia: Privacy and Data Security Law
 - Georgia: Information Technology Law
- Clemson University College of Engineering, Computing and Applied Sciences, Thomas Green Clemson Academy of Engineers and Scientists: Inductee (2017)
- Clemson University Alumni Association Distinguished Service Award (2016)
- Leadership Atlanta: Class of 2011
- Leadership Georgia: Class of 2009

- *Georgia Trend Magazine*, “Legal Elite” (2008)
- CloudU Certificate

Memberships

- International Association of Privacy Professionals
 - Certified Information Privacy Professional (CIPP/US)
- International Technology Law Association
- National Bar Association
- State Bar of Georgia: Technology Law Section, Past Chair (2006)
- ChIPs: Atlanta Chapter

Community

- Goodwill of North Georgia: Chair, Board of Directors (2014 to present)
- Clemson University Foundation: Board of Directors (2013 to present)
- Clemson University, College of Engineering, Computing and Applied Science: Chair, Board of Advisors (2009 to present)
- Atlanta Center for Self Sufficiency: Former Chair, Board of Directors (2006 to 2013)