

Ana Luiza Leão

Skilled advocate, negotiator and in-house legal counsel with over 15 years of diversified and solid experience gained from both US and EU multinational companies.

Solution-driven and business-oriented professional with broad experience in general legal practice

Strong communication and language skills (English, Spanish and Portuguese); Ability to adapt communication style and content to appropriately address management level of the audience

Generalist legal professional experienced in contract negotiations, litigation management, intellectual property, copyright, advertising challenges, employment/environmental law, dealer licensing (distribution), consumer and product liability, compliance review, government relations, budget management and people development.

Ability to think independently and provide advice and counsel that strikes an appropriate balance between management and mitigation of legal risk on the one hand and business efficacy on the other

Ability to understand the interrelationships between a range of complex issues and the impact of those issues from a legal and risk perspective

Ability to operate independently and execute both strategically and tactically; skilled to equilibrate priorities and organize work, resources and people effectively to exceed business needs

Skilled to thrive in a fast-paced environment and tolerance for working on multiple projects simultaneously

Outstanding judgment and persuasive skills, creative professional and able to work in a dynamic environment

Teambuilding and mentoring skills

Available for travelling and moving

I. Professional Background

DIAGEO BRAZIL

English multinational company - world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine.

Head of Legal Department for PUB – Paraguay, Uruguay and Brazil

(Feb.12 – to date)

General Legal Practice (including Taxes)

Main responsibilities include a) leading all risk management and assurance to initiatives and providing ongoing advice, guidance and support to the business to ensure that the business's exposure to legal risk is managed, measured and documented; b) partnering with other Exec Board members to proactively drive change within the function and businesses; c) implementing legal policies to ensure that the company's exposure to legal risks is managed appropriately; d) identifying relevant legal issues or concerns in proposed strategies or initiatives and assure that legal and regulatory advice is understood; e) engaging with stakeholders, business and function partners in Brazil, Paraguay and Uruguay as well as in US and Europe; e) lead a team of legal, tax and corporate security professionals, maintaining and developing a positive, mutually supportive and professional working relationships; f) managing the PUB Legal approach to legal risk to ensure that the interests of the company are adequately protected; g) supporting the business on compliance matters and crisis; h) managing the Legal budget and bringing cost-efficiencies to the business

Leader of a team of over 20 professionals

Report line locally to the Chief Executive Officer in Brazil and regionally to the Chief Legal Officer in the US

PROCTER & GAMBLE – BRAZIL

American multinational company operating in Household Cleaning, Health and Personal care consumer goods

Legal and Government Relations Manager

(Apr.02 – Jan.12)

Legal Department Manager

Contracts/ Civil & Commercial Law (including Copyright, Licensing, Media & Entertainment Agreements)/ Litigation & Advertising Disputes/ Intellectual Property/ Labor & Employment/ Criminal/ Environmental/ Distribution & Sales Reps/ Advertising Disputes/ Product Liability, Promotions & Consumer Law/ Compliance Review/ Antitrust/ Competition

Legal Advice & Litigation Prevention - provided legal advice and supported complex and strategic projects to the company. Supported all product launches. Negotiated and reviewed all different kinds of commercial national and international contracts on Raw materials, Capital investment, Distribution, including Copyright, Advertising Production, Media & Entertainment, Talents and others. Developed and implemented a Contract Policy and Procedures that simplified and optimized Contract review by Legal team. Implemented a Contract Management System. Litigation – Negotiated and reduced legal fees paid to outside counsels. Managed legal firms providing legal services to the company. Reduced Litigation cases. Advertising Dispute - Challenged and defended the company in all Advertising Disputes before the Advertising Board (CONAR) with a high score of wins against competitors. Intellectual Property – experience in brand protection and defending company against lookalikes and counterfeiting. Distribution & Sales Reps – trained 100% of Sales force (from new hires to upper management) on Antitrust, FCPA and Anti Bribery matters. Reviewed all Sales Agreements and implemented a new template for Distribution and Sales Reps Agreements. Data Privacy – assisted P&G in addressing local privacy and data security issues (especially related to Research and Consumer Relations Teams involving minors and data collection). Compliance Review – supported P&G Brazil in the Global Internal Affairs Audit (GIA) by conducting a series of consultations to assess controls safeguarding against violations of antitrust, anti-bribery, labor, and privacy law; deployed the company's compliance program with focus in Sales & Marketing operations. Reviewed the version of the World Business Conduct Manual translated into Portuguese. Led trainings on Antitrust, Clear Business Writing to all organization and reinforced the deployment of Code of Conduct, gifts and conflicts of interest policies. Improved Pricing Communication awareness within Marketing & Sales Organization. People Management - supported the structuration and the staffing of the Legal Department for over 8 years. Trained and coached all new hires in the Legal team. Mentored people in LA. Successfully developed direct reports (2 lawyers) in the Legal Team.

Government Relations Manager

Active spokesperson and company representative at Associations (ABIPLA, ABIHPEC, ABA, ABINEE, CEMPRE) on relevant matters (National Solid Waste Policy, Batteries, Duty Reduction, Phosphates, Animal Testing, Cosmetic Regulation, GMO, others) to the different segments P&G operates in Brazil. Keen understanding of Brazilian political institutions, responsible for developing strategic approach to achieve company goals in public policy. Responsible for protecting and enhancing the reputation of company and its brands before Government Federal, State and City). Able to manage responses to Government inquiries and crisis, minimizing exposure. Developed briefing materials to management and successfully trained spokespeople acting as Government Relations resource at the plants. Able to partner with other functions (Legal, Regulatory, Compliance, Taxes, Logistics and others) and develop awareness on the Government Relations role within the organization.

RECKITT BENCKISER - BRAZIL

English multinational company operating in Household Cleaning, and Health and Personal care

Senior Legal Counsel

(Jul.99 – Apr.02)

Contracts/ Distribution & Sales Reps/ Commercial Affairs/ Litigation/ Intellectual Property/ Advertising & Promotions/ Competition Issues/ Product Liability/ Consumer Law/ Environmental Law/ Regulatory Matters/ Government Liaison and Negotiation

RENAULT - BRAZIL

French multinational company operating in the automotive segment

Junior Legal Counsel

(Jan.99 - Jul.99)

Commercial Affairs & Distributors (“Lei Ferrari”) / Contracts / Product Liability & Consumer Law / Antitrust & Competition Issues / Brand Protection / Regulatory Issues

JCL ADVOCACIA

Associate Lawyer

(May 98 – Oct.98)

Agreements / Civil, Commercial & Labor Law

WTK TELECOMUNICAÇÕES LTDA.

Brazilian company manufacturer of telecomm products

Legal Assistant

(Mar. 95 a Apr.96)

Agreements / Labor Law / Litigation

BANCO SRL

Brazilian investment bank

Administrative Assistant

(Sep. 94 – Dec. 94)

Trading operations

ING BANK (Internationale Nederlanden Bank NV)

Dutch investment bank

Trainee – Asset Trading Back Office Department

(Aug. 92 - Jun. 94)

Banking, Corporate Law and International Commercial Agreements / Capital Markets

II. Academic Background:

Degree in Law – Universidade de São Paulo/USP - December 1994

Brazilian Constitutional Law – PUC/SP – 2012 (not concluded)

Tax Law – Trevisan/SP - 2009

Labor Law – FGVLaw/SP – 2009

Copyright Law – FGVLaw/SP – 2006

American & International Law (US System) - Center for American and International Law in Dallas, TX – 2005

III. Languages:

Native Portuguese

Fluent English

Advanced Spanish/French (formerly fluent)

Intermediate German/Italia (formerly advanced)