

KIMBERLY L. WILFORD, J.D.



LEGAL STRATEGY, COMPLIANCE & OPERATIONS PARTNER

Helping mission-driven leaders thoughtfully execute

ESG | M&A | International Expansion | Regulatory Compliance | Public Company Readiness

Sophisticated business partner, leveraging over twenty years of experience helping start-up to publicly traded company leaders drive innovation and growth while safeguarding against risk and ensuring regulatory compliance. Skilled management of multimillion-dollar budgets and teams, with expertise translating complex legal principles into practical business solutions, particularly within regulated industries.

EXPERIENCE

GOFUNDME, INC., General Counsel August 2018 to Present
Manage all legal, trust and safety, payments risk and compliance issues for a rapidly expanding social fundraising company.

- **Strategy & Planning:** Partner with CEO and executive team in developing and executing on aggressive growth strategy.
- **Public Company Preparation:** Advise board and executive team on legal considerations relating to SPAC combinations, IPOs and direct listing opportunities.
- **ESG:** Trusted advisor to board and management on ESG issues. Responsible for identifying and implementing specific initiatives.
- **Regulatory Compliance:** Manage global regulatory risk and compliance relating to consumer protection, content moderation, data security and privacy, fundraising, AML and other payments matters.
- **Privacy & Data Security:** Responsible for ensuring all user information is stored and handled securely and that GFM’s platform and services comply with all legal & regulatory obligations.
- **International Expansion:** Strategic advisor to the international expansion team, responsible for managing legal and regulatory issues in new markets and ensuring existing operations remain compliant.

GoFundMe.org, an independent 501(c)(3), **Chairman of the Board**
Responsible for setting strategy and developing infrastructure needed to expand charitable giving opportunities. Develop, monitor, and assess impact of philanthropic programs.

WAGE WORKS, INC. (NYSE: WAGE) March 2008 to July 2018
Senior Vice President, General Counsel and Corporate Secretary (3/08–4/18), Of Counsel (4/18–7/18)

Turned around and helped build venture-backed consumer-directed benefits business—overseeing legal functions and operations as company grew from Series D and 550 employees to \$380M and 2,000+ employees. Trusted advisor to board, executive team, and business unit leaders on corporate governance and risks and implications of new projects and business arrangements.

- **IPO:** Key player in executing company’s initial public offering. Assisted in drafting S-1 and all related documents, as well as managing 11th-hour termination of first IPO attempt and eventually handling multiple secondary offerings.
- **M&A / Commercial Transactions:** Structured and negotiated multiple M&A deals and strategic transactions. Advised on hundreds of customer agreements from small businesses to Fortune 50 companies.
- **Government Affairs:** Preserved FSAs and HSAs and improved related consumer-directed benefits legislation as an integral part of 5-member government advocacy team.
- **Regulatory Compliance:** Upheld culture of compliance by reviewing, adopting, and disseminating regulatory change into company-wide policies and practices. Anchored board and management review to safeguard against risk and ensure business compliance.

ARICENT, INC., (now Aricent Group), Palo Alto, CA April 2007 to March 2008
Senior Corporate Counsel

Assisted GC with corporate governance projects, developed and implemented corporate policies, and handled IPO preparation matters.

KLA-TENCOR CORPORATION (NASDAQ: KLAC), San Jose, CA April 2000 to April 2007

Associate General Counsel (1/06–4/07)
Senior Corporate Counsel (1/03–12/05) | **Corporate Counsel** (4/00–12/02)

Trusted legal advisor for Fortune 1000 \$2B semiconductor capital equipment company—managing customer agreements and other non-IP related legal functions.

- **International Expansion:** Lead counsel for offshore subsidiary development in China, India, and Russia. Evaluated and selected external advisors, conducted tax and employee benefit analyses, and advised management on operations-related legal issues.
- **M&A/Domestic & International Transactions:** Negotiated and managed multiple deals.
- **SEC/Investor Relations:** Lead counsel on SEC reporting and Sarbanes-Oxley compliance matters. Participated in options backdating investigation and assisted with restatement. Advised on SEC disclosure matters and regulatory filing review.
- **Corporate Policy:** Developed and continuously revised legal and governance policies.

Early Career:

Boutin, Dentino, Gibson, DiGiusto, Hodell & West, Sacramento, CA, Business Law Associate, 1997 to 2000
 Thompson, Meade & Nielsen, Sacramento, CA, Litigation Associate, 1995 to 1997
 Access Dental Plan, Sacramento, CA General Counsel, 1994 to 1995

EDUCATION

McGeorge School of Law, University of the Pacific
 J.D., 1994, Dean’s Honor Roll
High Honors: Trial Advocacy, National Moot Court Participant

University of California, Santa Barbara
 B.A., Political Science, International Relations Concentration, 1990