



Amy K. Singh

Hypergrowth business builder and strategic business partner with expertise advising and guiding a wide range of businesses in various industries, from venture-backed companies to Fortune 100 companies. Innovative and trusted business and legal advisor for rapid growth; consumer/CPGs; B2B; corporate and commercial transactions; product development; digital marketplace; cyber security; privacy; enterprise risk management; international; compliance; corporate governance; employment/human capital management; brand building and intellectual property protection and management; sales and marketing; crisis management; and dispute resolution matters. Experienced in building, advising, and leading teams responsible for growth and prudent risk management. Partners with businesses to integrate business strategy and solutions to maximize profitability and minimize risk.

EXPERIENCE

Cameo.com (Baron App, Inc.) (Global VC-backed Tech Start Up) – Chicago, Illinois HQ

Advisor

March 2023 – Present

Executive Vice President/General Counsel/Corporate Secretary

January 2019 – March 2023

Served as first Executive Vice President, General Counsel & Corporate Secretary of Cameo, www.Cameo.com, a hypergrowth, consumer and B2B venture-backed technology company, and as a member of the executive team. As the first in-house counsel, hired and managed the legal team responsible for Cameo's worldwide legal, compliance, and enterprise risk management needs, and, as the first senior executive, led finance and human resources initiatives.

- Key accomplishments:
 - As Cameo's valuation grew in two years from \$50 million to \$1 billion, built the global legal function from the ground-up for multiple stages of corporate growth and fundraising, including Series B and C rounds, debt financing, and acquisitions.
 - Built and led enterprise risk management, including establishing and maintaining a comprehensive insurance program.
 - Handled privacy, data, cyber security, payment processing, and Web3/NFT matters.
 - Led international expansion efforts, including by establishing subsidiaries in the UK, Australia, and Czech Republic and managing hiring of employees and retention of contractors.
 - Spearheaded development and protection of a global intellectual property portfolio and brand.
- Provided innovative legal advice and novel approaches to build and launch new products, develop and protect the Cameo platform, and enter new international markets while managing risk.
- Worked with Cameo's board of directors and executive management to provide effective governance.
- Led cross-functional crisis management teams.
- Led corporate governance for parent company and international and domestic subsidiaries.
- Led business affairs, including structuring partnerships and business agreements to launch and build B2B initiatives.
- Built content moderation approaches, including community guidelines and enforcement policies, and addressed CDA 230 issues.
- Supported global employment-related and contractor matters for company ranging in size from 20 US-based employees to over 400 global employees and contractors, including "work from anywhere" and "back to office" policies, benefits, deferred income and payroll issues, and the retention of international personnel.
- Managed the negotiation and drafting of vendor, SaaS, and third-party contracts.
- Reviewed and cleared advertising and marketing materials and provided support for Cameo's promotions.
- Oversaw various corporate tax matters, including VAT/GST/sales tax.
- Cost-effectively managed and resolved disputes and litigation.
- Developed and implemented bespoke terms of service and the privacy policy for Cameo's products and platform.
- Built right-sized, bespoke "golden" processes, solutions, and mature legal and compliance risk management systems for a fast-growth company.
- Provided counsel on facilities management, including commercial leases.

Law Offices of Amy K. Singh, P.C. – Chicago, IL

July 2004 – December 2005; January 2007 – December 2018

Founder; Managing Attorney

Counseled businesses ranging from startups to Fortune 100 companies on numerous and varied matters, including general corporate, consumer/CPGs, technology, commercial transactions, advertising, intellectual property, employment, risk management, and dispute resolution in industries such as technology, entertainment, consumer goods, insurance, and financial services.

- Managed P&L and recruiting, hiring, and training for the firm.
- Advised businesses on product development, terms of service, and privacy policies.
- Counseled businesses on risk management issues.

- Provided advice on employment matters, including employment agreements in the context of the sale of a company, severance agreements, and employee policies.
- Protected trademarks, copyrights, rights of publicity, and other intellectual property rights.
- Lead the firm's representation of ad agencies in connection with their various businesses, including Fortune 100 companies, across a variety of industries and sectors, and assist in the marketing and selling of a network television show.
- Negotiate and draft brand endorsement agreements and clear advertising and marketing materials.
- Negotiated and drafted numerous agreements, including vendor agreements, production agreements, and agreements between agencies and their clients to maximize revenue and manage risk.
- Connected businesses to resources and strategizing for growth.

Leo Burnett Worldwide, Inc. (A member of Publicis Groupe) – Chicago, IL 2006
Assistant General Counsel

Provided counsel to the ad agency and its Fortune 100 clients (in various industries, including CPGs and financial services) in connection with branded content, talent, advertising, marketing, risk management, and intellectual property issues.

DDB Chicago Inc. (A member of Omnicom Group Inc. (NYSE: OMC)) – Chicago, IL June 1995 – July 2004
General Counsel and Senior Vice President

Served as the first General Counsel and first in-house attorney of the largest and most profitable office of DDB Worldwide Communications Group Inc., a global ad agency whose clients included Anheuser-Busch, Dell Computer, Discover Financial Services, JCPenney, McDonald's, and State Farm. Formed and managed legal (internal and outside counsel) and business affairs teams, ensured that all agreements between the agency and clients captured maximum revenue and managed risk, and managed all dispute resolution.

Sidley Austin LLP – Chicago, IL May 1987 – June 1995
Associate

Practice focused on corporate/M&A, commercial transactions, advertising, sponsorship, celebrity talent/rights of publicity, and intellectual property matters for businesses in various industries, including entertainment, sports, technology, healthcare, and CPGs.

OTHER EXPERIENCE

Stella's Confectionery, LLC – Milwaukee, WI June 2023 – Present
Board Member

Builder of award-winning woman-owned artisan chocolate and toffee company.

Metropolitan Capital Bank & Trust – Chicago, IL 2015 – Present
Member of Strategic Initiatives Advisory Board

Obama for America – Chicago, IL January 2007 – November 2012
National Finance Committee Member

Served for both of President Barack Obama's presidential campaigns; connected campaign with resources and coordinated events.

PHILANTHROPY, CIVIC ENGAGEMENT & ASSOCIATIONS

Member, **NATIONAL ASSOCIATION OF CORPORATE DIRECTORS**, Directorship Certified December 2022 – Present

Member, **TECHGC** May 2021 – July 2023

- Invitation-only for General Counsels of leading venture capital-funded/high-growth technology companies.

National Board Member, **Mikva Challenge** 2009 – Present

- Asked by family of former White House Counsel, Congressman, and Federal Judge Ab Mikva to serve on the national board of his eponymous civics education nonprofit; member of Finance & Audit Committee and Nominating & Governance Committee.

Member, **President's Advisory Committee on the Arts for the John F. Kennedy Center for the Performing Arts** 2009 – 2016

- Appointed by President Barack Obama

HONORS & AWARDS

2018 Diversity Award, Black Women Lawyers' Association of Greater Chicago, Inc. 2018

Illinois Leading Lawyer (Legal Community Peer Selection) 2015 – Present

EDUCATION

NORTHWESTERN UNIVERSITY SCHOOL OF LAW Juris Doctor. Editorial Board, *Journal of Criminal Law and Criminology* 1987
UNIVERSITY OF MICHIGAN Bachelor of Arts in Economics with Honors 1984