MEMBER SPOTLIGHT

WOMEN OWNED LAW

LAURA BRANDT

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Brandt Law



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ABOUT LAURA BRANDT AND BRANDT LAW

Laura Brandt founded Brandt Law PLLC to provide high quality, insightful advice and counsel to businesses across industries, focusing on the retail industry, in a business-friendly manner that is both time and cost efficient. Each member of the team has experience working as in-house legal counsel, and a first-hand understanding of the inner workings of business, including the interaction between departments, policy dating and application, goal setting, budgetary constraints, and risk assessment.

The firm advises retailers, providers of consumer goods and services, vendors, consultants, and suppliers doing business within the retail and consumer good industries, and foreign parties with existing or new ventures in the US marketplace.

Prior to forming Brandt Law, Laura gained decades of experience in areas of the law such as real estate, labor and employment, contracts, intellectual property, and regulatory compliance. Laura previously served as General Counsel for fashion retailers such as H&M, Syms, Filene's Basement, and retail incubator Burch Creative Capital, and served as Associate General Counsel for Apple Core Hotels and venture capital firm Ranieri & Co.

Laura regularly posts on social media, including LinkedIn, as 'The Retail Lawyer,' sharing helpful information and tips impacting businesses generally and retailers in particular.

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TELL ME MORE!

During law school, I worked at a fast-paced financial firm during the day and attended school at night, graduating in four years instead of the usual three. Prospective employers at traditional law firms didn't know what to make of my atypical experience, and so I pivoted my search to in-house positions, landing at a small venture capital firm run by former Salomon Brothers guys. I then spent the next 18 years of my career in-house at various companies, before founding my own firm.

I felt like I had really made it when I told H&M, where I had been interviewing for months, that I had a potential offer from the Trump Organization - which at that time would have looked great on my resume - and H&M gave me the job! I was so excited that after I hung up I jumped off the couch and literally yelled, woohoo!

Having served as general counsel of a billion-dollar business by the age of 36, I saw women in similar positions in their 50s at other companies get downgraded to roles beneath their expertise. When I was in my 40s, the company where I was working decided to pull the plug on their retail operations, and the owner offered to get me started with some clients if I wanted to found my own firm. I deliberated with my husband, and we decided the time was right to choose the entrepreneurial path, rather than potentially have choices taken from me later on. It's been a great decision, with the added benefit that I've been able to have the flexibility to live out my priorities and care for some family members with health issues in recent years, which I would never have been able to do in the corporate world.

I've always been the kind of person who needs to be excited to go to work every day, and I feel very lucky to say that I am.

WOL AND LAURA BRANDT

I am always impressed with the quality of WOL events and the symposium, and find that WOL members are lovely, driven and intelligent. In the corporate world, I had people lining up outside my door to talk with me all day, but I had never worked at a law firm before starting my own, and it was a steep learning curve. WOL provides community, and it's great to learn how other members handle their practices and careers.

I am always available as a resource to WOL members, and also will be posting soon within the group for positions I'm looking to fill.