

## Cooley Hires Cybersecurity Partner From Dentons In NY

By **Cara Salvatore**

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Cooley LLP has picked up a practitioner of privacy and cybersecurity law from Dentons for its New York office, the firm said Wednesday.

Andy Roth left Dentons as co-chair of its global privacy and cybersecurity group after joining it three years earlier, Cooley said, noting that Roth is joining a practice group recognized by multiple sources, including Law360, as one of the strongest in its field.

As he joins Cooley's privacy and data protection practice group, Roth will continue his work on data breaches, crisis management, online privacy notices and privacy statements, data lifecycle management, prevention of data leakage, and privacy audits.

Roth will help clients “accelerat[e] the entry of new products and services to market in a manner that protects the privacy rights of individuals and companies from unnecessary risk,” Cooley privacy and data protection co-chair Michael Rhodes said in a statement.

His specialties include the new legal and operational questions raised by new technologies, and he advises clients on cross-border transfers, compliance, e-commerce, and cybersecurity litigation, Cooley said.

In September 2012, the firm then known as SNR Denton added Roth to its New York office. Dentons said Roth has expertise enabling new technologies such as social, mobile, cloud and big data, with a specialization in large-scale systems that leverage proprietary and third-party data to drive actionable insights and organizational transformation.

He said he joined the firm as a partner to advise clients on issues ranging from crisis management to best practices in sustainable data governance

Roth was previously American Express Co.'s chief privacy officer. At American Express, Roth was responsible for ensuring the privacy of more than 100 million customers and 60,000 employees worldwide, Dentons said at the time. He built a global program that integrated policies, capabilities and stakeholders within the financial-services company's risk-management framework.



Andy Roth

Roth has experience interacting with regulators at all levels in the United States, Europe and Asia, and has served on the advisory boards of several prominent privacy organizations, Dentons said.

Before joining AmEx, Roth was an attorney with Weil Gotshal & Manges LLP, where his practice included patent and intellectual property law, mergers and acquisitions, litigation, financial services, competition, advertising, media, entertainment and professional sports.

Roth earned his bachelor's degree from the University of Michigan and his law degree from Fordham University.

--Additional reporting by Juan Carlos Rodriguez. Editing by Jeremy Barker.