Cooley

Mark Rivard

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Mark leads both the product and product support teams in developing and supporting the firm's portfolio of custom-built applications for clients and legal professionals. Working alongside engineers, product managers and legal teams, Mark sits at the intersection of technology and human behavior, combining behavioral data, usage patterns and measurable outcomes to craft solutions that drive meaningful results for clients and legal professionals.

Among the applications under his team's purview is Vanilla, Cooley's self-service fund management platform, alongside other in-house tools purpose-built to streamline the work of both attorneys and clients. Mark's focus is ensuring these products not only meet the high demands of a world-class law firm, but also deliver experiences that feel intuitive and effortless – even when the underlying complexity is anything but.

Before joining Cooley, Mark served as a federal contractor, partnering with agencies, including the Transportation Security Administration (TSA) and General Services Administration (GSA), to manage and modernize web-based applications. That experience – navigating enterprise-scale systems while remaining grounded in data and real-world outcomes – laid the foundation for his approach to product leadership in the legal sector.

Mark believes that truly effective technology is built on evidence, not assumption. By grounding product decisions in rigorous analysis of user behavior and measurable outcomes, he ensures that Cooley's tools evolve in ways that create lasting value for the people who depend on them.
Mark holds a BS in information systems from Canisius College and an MS in information systems technology from The George Washington University, bringing a rigorous technical foundation to his work at the intersection of law, technology and human experience.

Education

Canisius College BS, Information Systems, 2009

The George Washington University MS, Information Systems Technology, 2013