

Snell & Wilmer

# News Release

## BRANDON ROPER JOINS SNELL & WILMER IN BOISE AS SENIOR ATTORNEY

**BOISE (June 16, 2022)** – Snell & Wilmer is pleased to announce that [Brandon Roper](#) recently joined the firm's Boise office as a Senior Attorney in the corporate and securities practice group.

Roper focuses his practice on corporate and technology transactions with an emphasis on technology, e-commerce, corporate, software, data use and cybersecurity. He was a former in-house counsel for a technology company, and has extensive experience working hand-in-hand with executives in all aspects of running a tech business. He also has experience advising businesses as they develop and implement go-to-market strategies for new technology products. His work includes product development consulting, drafting, reviewing, and negotiating complex commercial agreements including software as a service (SaaS), licensing, consulting and professional services.



Brandon Roper

Roper practice also focuses on Data Privacy and Compliance. He advises clients on navigating the risks associated with personally identifiable data (PII) and commercial transaction data to develop effective strategies for ensuring cybersecurity compliance and lawful use of data. He regularly advises clients on data privacy regulatory requirements related to the EU GDPR and the California Consumer Privacy Act (CCPA). Roper also has experience advising companies through the process of becoming compliant with the Payment Card Industry Data Security Standard (PCI DSS).

Finally, Roper advises companies on a variety of commercial contracting matters. He has experience negotiating supplier and vendor agreements, event and sponsorship agreements and real estate leases. He also advises companies through the merger and acquisition process (M&A) and employment matters.

Roper earned his J.D. from the University of Denver, Sturm College of Law. He earned his M.B.A. from the University of Denver, Daniels College of Business and graduated with a bachelor's degree from Brigham Young University.

### About Snell & Wilmer

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 450 attorneys practicing in 16 locations throughout the United States and in Mexico, including Boise, Idaho; Phoenix and Tucson, Arizona; Los Angeles, Orange County and San Diego, California; Denver, Colorado; Washington, D.C.; Las Vegas and Reno, Nevada; Albuquerque, New Mexico; Portland, Oregon; Dallas, Texas; Salt Lake City, Utah; Seattle, Washington; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [swlaw.com](http://swlaw.com).

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