

# LEGAL — ARMY



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# What is **Legal Army?**

# Alternative Legal Services Provider

We are an alternative legal services provider (ALSP) specialising in technology law, intellectual property, privacy, digital business and business legal advice.

Now, more than ever, it is time for alternative legal service providers (ALSPs). We believe there is a better way to provide legal services by reducing their cost by up to 80%. In Legal Army, we are adapted to a new client who is much more demanding and focused on developing their business with maximum legal security without paying the costs of structures and processes of another era.

We are living a new reality where the budgets of legal departments have been dramatically reduced but they still need excellence which demands agile, customer-focused, international and ubiquitous advice from the law firms. The New Normal has imposed the digitalization, fair prices and effective legal solutions for 21st century businesses.

**This is NewLaw, this is Legal Army.**

# Specialists in **technology, innovation and digital business**

Our clients are innovative companies whose legal departments need specialized support to relieve themselves from their massive workload or companies without a legal department who prefer to outsource legal services.

Technology  
Law

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Intellectual  
and Industrial  
Property

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Privacy

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Business  
Law

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Digital  
Business

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Cybersecurity

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Legal Process Outsourcing (LPO).

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Audits and compliance to GDPR and LOPDGDD.

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Technological services contracting, platforms or digital businesses.

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Advice on privacy and information security.

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Outsourced DPO or internal DPO support.

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Legal Opinions or legal feasibility studies for disruptive business models.

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Protection of Software and digital creations.

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Intellectual Property : registration/ opposition of trademarks, utility models and other forms of protection.

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Privacy clauses, policies, 'cookies' and other contractual legal texts.

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General/Particular Contracting Conditions.

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Legal Design and clear communication. Programmatic advertising.

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User knowledge, behavioural advertising, profiling and location.

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Advertising and audiovisual communication Law.

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In Company' training courses.

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Monetization of 'big data'.

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'E-Commerce' and 'market places'.

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Consumers and User Law.

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NDA's or Confidentiality Agreements.

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Advice and solution of online reputation problems.

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Recovery of domains and intangibles protection.

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'Privacy by Design' for new products and services.

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'Fintech', 'insurtech', 'blockchain' and collaborative economy.

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Cybercrime and ethical hacking.

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'Native advertising' and 'branded content'.

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Augmented reality and virtual reality.

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Consumer and User Rights.

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International Regulatory Research.

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Training and conferences specialised in Privacy, IP and Technological Law.

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# Legal Army

## History

After more than 12 years as a client of legal services in the PRISA Group and in Tuenti, our CEO and founder, **Natalia Martos**, realised that there was no legal offer in the traditional firms that was adequate to give legal coverage to the digital businesses and technology that these companies were developing.

After her time at Singularity University (Silicon Valley) in 2016, she analyzed how exponential technologies are changing all the traditional business models, including legal services.

She discovered the NewLaw and ALSP models, which are rapidly expanding internationally, and she decided to import the model into the Spanish-speaking market.

For two years, she practiced Law in two renowned traditional law firms as Partner, where she created and led the practice of technology law, innovation and privacy until she took the leap to set up Legal Army.

**This is NewLaw, this is Legal Army.**

## 21 Century **Lawyers**

Legal Army is an Alternative Legal Services Provider (ALSP). We believe that there is a better way to provide legal services by reducing their cost by up to 80%, adapting to a new client who is much more demanding and focused on developing their business with maximum legal security without paying the tolls of structures and processes of another era. Our corporate organization seeks the welfare of lawyers and the satisfaction of our clients, attracting the best legal talent.

We use the best technology to automate works that do not require legal qualification reducing your costs drastically without losing an apex of excellence.

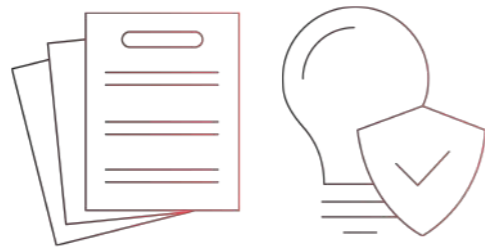
**This is NewLaw, This is Legal Army.**



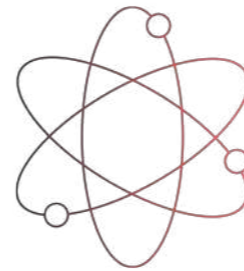
# Products

# Optimized Legal Products with the best technology

You'll have a dedicated legal team to focus on your business. We cover your needs with fair and transparent fares.



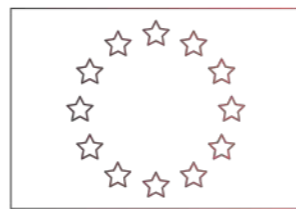
**External  
Counsel**



**Innovation  
& Legaltech**



**DPO as  
a service**



**Audit RGPD &  
Privacy by Design**



**Legal  
Design**



## Technological and Commercial Contracting

A team of lawyers backed by the best technology to manage your commercial and technological contracts.

Our Agile methodology allows us to review and manage large numbers of contracts with maximum precision.

We prepare a KM (repository of master legal documents and contracts) totally adapted to your company with the necessary contract models to develop your business with agility.

### Services included:

- NDAs.
- Partnerships agreements.
- Contracts for the provision of services and works.
- Development of a repository of customized master contracts.
- Software licensing and software development agreements.
- General conditions and web contracting.
- Contract management through a digital unit shared with our client.
- Terms and conditions.



## Intellectual Property

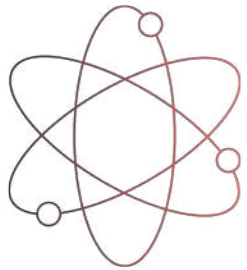
We are experts in intellectual property. We protect your intangible assets following a comprehensive strategy.

Our team advises all types of national and international clients on the development of their products and innovation services.

We protect your most valuable asset: your intellectual property, your brands and your trade secrets.

### Services included:

- Trademark search.
- Registration/opposition of trademarks, utility models and other forms of protection.
- Intellectual property protection (software and digital content protection).
- In-Company training.
- Negotiation and drafting of licensing co-existence and technology transfer agreements.
- Prosecution of trademark infringements and recovery of domain names.



**We provide specialized advice on R&D, on the most innovative products and services.**

We solve the specific legal needs of innovative companies.

**Our team advises all types of national and international clients on the creation and development of their innovative products and services.**

**Services included:**

- Contracting of technological services, platforms and digital businesses.
- Legal opinions and legal feasibility studies of disruptive business models.
- 'Fintech', 'adtech', 'insurtech' 'blockchain', collaborative economy, mobility, artificial intelligence.
- Regulatory research: analysis and study of international digital, tech, IP and privacy regulation.
- Protection and exploitation of innovation.
- Advice for European consortia.
- Anticipation of and adaptation to new regulations.



We are your **DPO as a technology-empowered service** provider to guarantee total compliance with the principle of proactive responsibility.

We guarantee your GDPR compliance while advising you on the development of new data-based products and services.

We are your external DPO that guarantees the total compliance of your company with the GDPR so that you do not incur on "headcount" costs. Our expert privacy lawyers work through our DPO platform to comply with GDPR, generating the traceability of such compliance.

**Services included:**

- Updating and following up of Record of Processing Activities
- In-Company Training
- Dedicated lawyer to attend the DPO email for assisting data subjects in their execution of rights
- Incidents and security breaches
- Drafting and assistance in the DPIA'S
- Traceability of regulatory compliance or Accountability
- Privacy by Design
- Ongoing proactive controls

# GDPR Platform

## The Legaltech DPO platform

An integral management tool for RGPD and DPO, which allows the traceability of all the actions carried out by your DPO, facilitating the control of our clients on the degree of compliance with the regulations. A collaborative platform that allows a 24/7 access to our clients.

### Services included:

- Ticketing
- Compliance reviews and audit
- Attention to data subjects' rights
- Recording and management of security incidents / breaches
- Document management
- Creation of all types of compliance reports

The screenshot displays two overlapping windows from the 'LEGAL ARMY' platform. The top window, titled 'Tratamiento / Ficheros', shows a list of data processing activities for a client named 'CLIENTE, S.L.'. It includes a table with columns for 'Fecha alta', 'Logo', 'ERF', 'Contacto', 'DPO', and 'GDPR'. Below this, a detailed view of a specific activity is shown, including a 'Resumen' section with tabs for 'PRINCIPIOS', 'RESPONSABILIDAD', 'POL. INFORMACIÓN', 'POL. SEGURIDAD', and 'PROTECCIÓN'. A 'Riesgos' table is also visible on the right side of this window.

The bottom window, titled 'Actividades / Consultoria', shows a list of consultation activities. It includes a table with columns for 'Id', 'Fecha alta', 'Tipo', 'Tema', 'Consulta', 'Creado por', 'Urgencia', 'Fecha procesamiento', and 'Completado'. The table contains three entries, each with a detailed description of the consultation and the user who created it.

# GDPR Audit & Privacy by Design



**We adapt all types of companies, products and services to the GDPR and the rest of the world's regulations on privacy, data protection and cybersecurity.**

We secure your most valuable asset, data. We prepare you for the cyber threats of this century.

We use our own methodology that guarantees a perfect adaptation to the GDPR and to the rest of the world's regulations on privacy and data protection.

We provide consultancy on the security of your company's information, proposing the most appropriate measures to protect your most valuable asset against cyber threats.

## Services included:

- GAP Analysis and Action Plan.
- Privacy and Security advisory and in-Company trainings.
- Full adaptation to GDPR / LOPDGDD.
- GDPR / LOPDGDD audits.
- DPIAs ("Data Project Impact Assessment).
- Risk analysis and information security plans.
- Risk management and regulatory compliance.
- International regulatory research.
- Privacy by Design.
- Ongoing specialized advice.
- International Data Transfers.



## We make the Law more human

Our methodology combines design, technology and legal expertise for destroying the fine print.

Legal Design is discipline which started almost 20 years ago. It was developed at Stanford University in the last 6 years and also in different companies in the North of Europe. Legal Design combines legal expertise and design for creating a new legal language understandable for persons.

Legal language which fits the XXIst Century business: Transparent, crystal clear, easy to implement and to negotiate.

After years of study, we have designed a proprietary methodology based on D.School principles. Our trademark, L-A Legal Design certifies the use of a science-based methodology as a guarantee stamp for all our products and services.

Save unnecessary costs:

Since we have a team of in-house expert lawyers and designers, we can offer a 100% L-A service, guarantying the excellence of the result and saving costs because we never subcontract with third companies.

### Services included:

- GAP Analysis, Privacy, Security and in-Company trainings
- Integral adaptation to GDPR / LOPDGDD
- GDPR / LOPDGDD audits
- Elaboration of PIA's
- Risk analysis and information security plans
- Risk management and regulatory compliance



## We break the billable hours' system

A significant number of law firms remain anchored in a 19th century business model, based on a pyramidal partnership, with hundreds of lawyers working in prime locations in luxury offices that can only be afforded by the "billable hours" paid by the client, regardless of whether part of those hours are purely administrative work.

Many firms pass their structural costs to the client, who loses control of his budget when he receives huge amounts of fees that no longer fit the reality of the modern legal industry.

Now, more than ever, it is the time for alternative providers of legal services, as we offer transparent rates previously agreed with our clients. In the post COVID19 era, companies have suffered dramatical budget reductions that require the optimization of their legal pool, giving entrance to ALSP.

With L-A, you'll always know the cost of our services beforehand.

We offer **four types** of fully transparent pricing:



### Monthly retainer fee

Unlimited hours for ongoing support. We handle all necessary legal work in a given area or subject for a fixed fee per month, which can be adjusted upward or downward as the workload flows.



### One-shot / Flat Rate

Unique price for closed projects previously agreed with the client. No surprises, no matter how long it takes to complete.



### One rate hourly pricing

Our lawyers with the same fixed fee. We work as a team to resolve legal issues with a fixed fee agreed with the client.



### Success fees

Percentage of success for the work done. We agree on a fixed price for a part of the work done and a percentage of success.

# Legal Army Team



**Natalia Martos**  
CEO & Founder

## Biography

Natalia Martos has more than 18 years of experience in technology, media, startups and in the digital industry. She has extensive experience working with multinational corporations, high-impact startups and top-level law firms. Currently, she is leading her own alternative legal service firm.

She has great experience as an in-house lawyer, acting as a liaison between the industry and the institutions and as an expert in regulatory law in the Internet, media and new technology industries, both in the EU and in North and South America.

Since founding her own firm, Legal Army, she has worked in a wide range of sectors, such as banking, health and e-health, Artificial Intelligence, programmatic advertising, data and analytics, logistics, pharma, e-commerce and insurance.

She is an expert in corporate law, business law, new technologies, intellectual property, privacy and innovation, as well as in the digital transformation of all kinds of industries. She specializes in exponential technologies, such as Artificial Intelligence, Machine Learning, Data Science, Blockchain, and in new industries, including Fintech, Insurtech and Legaltech.

Natalia was a founder of ENATIC (a Spanish association for lawyers who specialize in New Technology), member of the founding committee and member of the founding Board of Directors of APEP (Spanish Association of Privacy Professionals), first woman to become president of the IAPP Madrid Chapter (International Association of Privacy Professionals – Washington DC) during 2018 and 2019, and president of Madrid Tech City.

She is a current member Inquietos, APEP, IAPP, ELTA (European Legaltech Association), Barcelona Global, Barcelona Tech City, REDI (Enterprise Network for Diversity and Inclusion), LeDa (Legal Design Alliance), she is an ally of Demtech, and she regularly takes part in the Kinnernet events organized by Yossi Vardi in Israel and Latin America.

## Experience

Natalia Martos has developed most of her professional career as an in-house lawyer at Grupo PRISA. She first worked for the currently named “Prisa Digital” division. Later on, she worked directly with the Company Secretary.

She then became General Counsel and Head of Privacy of the Spanish social network Tuenti, until the company was sold to Telefónica.

Following her time at Tuenti, she returned to Grupo PRISA, where she led, for more than 4 years, the company’s digital transformation. During this period, she worked as the Legal Director for Digital Business and as the Global Head of Privacy, reporting directly to the Chief Digital Officer of the company group. During her last two years at PRISA, Natalia held the position of Legal Director of Prisa Noticias (“Prisa News”) and of Prisa Brand Solutions.

After more than 12 years as an in-house lawyer, Natalia Martos decided to continue her career as a law firm lawyer. First, she became a Partner of Andersen Tax & Legal, where she created a new area of practice: “Privacy, IT & Digital Business”. Once the area was established, she created and developed that same area at the firm Pérez-Llorca, where she advised clients from all kind of industries during their processes of digitalization and adaptation to the new General Data Protection Regulation, as well as in matters related to business law, intellectual property, digital businesses, digital assets and any other legal matter that could impact the daily activity of companies of all sizes and industries.

At the beginning of 2018, Natalia Martos founded Legal Army, one of the first ALSPs in Spain, where she currently provides advice on technology law, intellectual property, innovation and privacy, with a focus on exponential technologies applied to all sectors of the economy. The activity of her firm is supported by Legaltech tools, that help multiply the efficiency of the team. In 2021, Legal Army was included in the Chambers & Partners directory, in the category of ALSP, which was first introduced in Spain that same year.

## Studies

<p><b>2021</b> Frontiers of Innovation and Entrepreneurship, Summer Executive Program Massachusetts Institute of Technology (MIT), Sloan School of Management</p>
<p><b>2016</b> Executive Program on Exponential Technologies. Singularity University – Silicon Valley, California</p>
<p><b>2010-2011</b> Executive Program for Women and Leadership (scholarship awarded by the Rafael del Pino Foundation). Aliter International Business School</p>
<p><b>2007</b> Advanced Program in Internet, TV and Entertainment Law. Instituto de Empresa (IE)</p>
<p><b>2005-2006</b> Advanced Intellectual Property Law Program. IE (Instituto de Empresa)</p>
<p><b>2001-2002</b> Master in Telecommunications Law. Universidad Pontificia de Comillas (ICADE)</p>
<p><b>1996-2001</b> Law Degree with Extraordinary Prize. University of Granada</p>

## Languages

Spanish and English

## Collaboration

Natalia takes part in technology, digital, and entrepreneurship national and international events, as a speaker, advisor and counselor of various companies of the digital and technological fields. She is currently a mentor and business angel of startups and a visiting lecturer in different business schools.

## Membership of Official Organizations

- Ilustre Colegio de Abogados de Madrid (ICAM) (Madrid Bar Association)
- Spanish Association of Privacy Professionals (APEP)
- Member of IAPP (International Association of Privacy Professionals – Washington DC)
- Member of ELTA (European Legaltech Association)
- Member of Barcelona Global
- Member of Barcelona Tech City
- Member of Inkietos
- Member of REDI
- Member of LeDA
- Member of Global Legaltech Hub
- Member of Legal Hackers Madrid

## Acknowledgements

In 2011, Natalia was awarded the **Cross of the Order of Civil Merit by the Ministry for Home Affairs** in recognition of her contribution to the fight against cyberterrorism for her work at the social network Tuenti.

In 2016, after a long career as an in-house lawyer, she was included in the prestigious list **“The Legal 500”** as one of the 70 best General Counsel in the Iberian Peninsula.

Since the beginning of her career as a law firm lawyer, she has been included in the **Best Lawyers** ranking in 2018, 2019, 2020, 2021 and 2022 as a recognition of her work in the areas of Technology Law, Data Protection and Privacy.

In 2021, her firm, Legal Army, was first included in the renowned international directory **Chambers & Partners, in the category of ALSP** (Alternative Legal Service Provider).



**Enrique Extremera**  
Head of Privacy

## Biography

Bachelor Degree in Law from the University of Malaga. Master's Degree in Legal Practice by the University of Malaga and Master of Law in Telecommunications Law, Information Society, Data Protection and Telecommunications by the Carlos III University of Madrid.

He is a member of the Madrid Bar Association and CIPP/E certified by the IAPP.

Enrique specializes in the field of personal data protection law and new technologies law, developing his skills in advising both small companies and large multinationals.

## Experience

Throughout his career, Enrique has worked as a lawyer in a law firm, working on consumer, civil and criminal law, to later make the leap to the world of new technologies law, where he initially worked in the analysis and adaptation to the data protection and information society regulations of small companies, to later work for large multinationals in the technology sector and the insurance sector as in-house counsel.

Throughout this period, Enrique has performed his duties in the field of general data protection regulation and its implementation by performing the registration of activities and suppliers, review of contracts with the latter, review of privacy policies, development of internal regulations. He has also provided advice on a wide range of matters and projects involving personal data.

## Studies

2021	Certified Data Protection Officer (DPO) Spanish Data Protection Agency (AEPD)
2019	CIPP/E Certification. International Association of Privacy Professionals (IAPP).
2018	Master of Law in Telecommunications Law, Information Society, Data Protection and Audiovisual. Universidad Carlos III of Madrid
2017	Master's Degree of Legal Practice. Universidad de Málaga
2015	Bachelor Degree in Law. Universidad de Málaga

## Languages

Spanish and English



**Marina Manzanares**  
Senior Legal Counsel

## Biography

Marina graduated in Law and in Business Management and Administration from the University of Zaragoza. She also holds a Master's Degree in Intellectual Property and Technology Law from the Autonomous University of Madrid, as well as a Master's Degree for Access to the Legal Profession from the National Distance Education University (UNED).

Marina specialises in Intellectual Property and Technology Law. She has provided advice on topics such as copyright law, trademark law and technology licensing, as well as in several matters regarding civil and commercial law.

Marina is also very interested in studying the legal and economic implications of disruptive business models. This encouraged her to write her Law Bachelor's thesis on "The impact of the Sharing Economy platforms in the regulation of the VUT", and her Business Bachelor's thesis on "Startups in the logistics sector".

## Experience

In the course of her undergraduate studies, Marina collaborated in the areas of Procedural Law and Administrative Law of a large law firm. In addition, she represented her university in a prestigious international competition on arbitration and commercial law.

Later, she worked in the innovation project management department of a major university in Sweden, where she gained experience in coordinating research projects funded by the European Commission.

During her postgraduate studies, Marina collaborated with a renowned firm specialised in Intellectual Property.

## Studies

2019-2020  
LLM IP & IT  
Autonomous University of Madrid

2013-2019  
Bachelor's Degree in Law  
University of Zaragoza

2013-2019  
Bachelor's Degree in Business Management and Administration  
University of Zaragoza

## Languages

Spanish, English, French and German.



**Carlos Cuesta**  
Senior Privacy Counsel

## Biography

Law degree at the Universidad Autónoma de Madrid, Degree in Political Science and of Administration at the Universidad Autónoma de Madrid. Master's degree in Intellectual Property and Copyright at Universidad Carlos III de Madrid.

Member of the Madrid Bar Association, member of the Spanish Professional Privacy Association (APEP) and certified Data Protection Officer according to the AEPD scheme.

Carlos specializes in intellectual property, privacy, data protection and information society services. He has provided advice in these fields to both national and multinational companies.

## Experience

In his early career, he provided advice on civil, banking, and criminal law, to later provide comprehensive advice on data protection and exercise as an external Data Protection Officer for different companies.

Among the functions developed during his years of experience, we can highlight the drafting of records of processing activities, NDAs, supplier agreements, data protection audits, DPIAs and different contractual clauses related to the privacy of individuals. On the other hand, it is worth mentioning the management and processing of rights exercises, as well as claims and personal data breaches before the AEPD (the Spanish supervisory authority).

## Studies

2020 DPO certified according to the AEPD Scheme AEPD
2016 Master's degree in Intellectual Property and Copyright Universidad Carlos III de Madrid
2013 Law Degree Universidad Autónoma de Madrid
2013 Degree in Political Science and of Administration Universidad Autónoma de Madrid

## Languages

Spanish and English.



**Íñigo García**  
Senior Legal Counsel

## Biography

Bachelor's Degree in Law with a specialisation in Economics from the University of Deusto. Double Master's Degree in Legal Practice and Bilingual Legal Counseling (LL.M.) at the IE Business School and Master's Degree in Intellectual Property and New Technologies Law at the International University of La Rioja.

He is a member of the Bar Association of Bizkaia.

Íñigo has specialised in commercial advice and intellectual property. He has advised multinationals on several continents.

## Experience

Íñigo has developed his professional career as a legal advisor within the legal departments of several Spanish multinational companies, focusing on contractual negotiation and commercial matters, including collaborations between companies.

Among the functions he has carried out are the contractual negotiation in the framework of important infrastructure projects, as well as the analysis and assessment of risks to mitigate their impact on the business of the companies in which he has worked.

## Studies

2021	Master's Degree in Intellectual Property and New Technologies Law International University of La Rioja
2014	Double Master's Degree in Legal Practice and Bilingual Corporate Legal Counselling (LL.M.) IE Business School
2013	Bachelor's Degree in Law with Economic Specialisation University of Deusto

## Languages

Spanish, English, German and French.





**Elena Álvarez**  
Legal Counsel

## Biography

Bachelor of Laws from the University of León, Master's Degree in Intellectual and Technology Law from the Autonomous University of Madrid and a Master's Degree in Access to the Legal Profession from the same university. Elena is also completing her training with a Master's Degree in Cybersecurity Law and Digital Environment at the European Institute of Tax Consultancy.

Elena specialises in Intellectual Property, Privacy, Data Protection and Technology Law. She has advised, among others, on copyright, trademark law, technology transfer and data protection, as well as on advertising law, e-commerce and information society services.

## Experience

During her undergraduate studies, Elena collaborated in the legal areas of several public administrations. In addition, she participated in a Research Group of her university in projects related to Private International Law.

During her Postgraduate studies, Elena collaborated with a legal boutique specialised in matters related to Regulated Sectors, Commercial Law and New Technologies.

## Studies

2018 - 2020 Master's Degree in Access to the Legal Profession Autonomous University of Madrid
2018-2019 Master's Degree in Intellectual Property and Technology Law Autonomous University of Madrid
2018-2019 Master's Degree in Intellectual Property and Technology Law Autonomous University of Madrid

## Languages

Spanish and English.



**Sara Hervías**  
Legal Counsel

## Biography

Graduated in Law at the University Jaime I of Castellón, Master in Intellectual Property and New Technologies Law at the International University of La Rioja. Master for the Practice of Law at the International University of La Rioja.

Specialised in intellectual property, data protection and information society services.

## Experience

Has provided advice on data protection matters to innovative companies using emerging technologies, for which she has carried out auditing procedures. Her tasks included the preparation of records of processing activities, impact assessments and data protection risk analysis. Has also provided advice for actions before the Spanish Data Protection Agency.

In addition, Sara has been the editor in charge of the Data Protection section of the portal Lenguaje Jurídico, a clear and simple legal dictionary, where the key concepts of different areas of law are defined.

## Studies

2021 Master's Degree in the Practice of Law International University of La Rioja
2020 Master's Degree in Intellectual Property and New Technologies Law International University of La Rioja
2016 - 2019 Preparation for the entrance examinations to the judiciary and public prosecution services
2016 Degree in Law Universidad Jaime I de Castellón

## Languages

Spanish, Catalan and English.



## Camelia Ciruelos

### Corporate Development

## Biography

Training sociologist, specialist in product marketing and project management.

Independent professional with 13 years of experience in multinationals of large consumption within the area of Marketing, project management and strategic consulting.

## Experience

Camelia begins her career at Leroy Merlin, a multinational in the retail sector as responsible product for Spain and Portugal.

She continued his career in the multinational GE, developing commercial actions, executing the European marketing plan.

Later, she joined the Chinese subsidiary of a Spanish distribution group based in Shanghai (China), Jaerod Trading Shanghai, leading the marketing and product areas.

After her time in Shanghai, she started her own business initiative, working for different clients as a marketing, product and strategy consultant, covering all the areas required to achieve the objectives set.

## Studies

<p>1996 - 2001 Sociology: Advertising and Marketing Universidad de Alicante</p>
<p>2001 Erasmus grant Universidad de Ginebra (Suiza)</p>

## Languages

Spanish, English and French.



**Mei Fdez. Arévalo**  
Project Manager & Communication

## Biography

Graduated in audiovisual communication, photography and management of the performing and audiovisual arts at TAI University school of arts.

She has more than 20 years of experience in the communication sector. She is specialized in each of the phases of the creative process and the development of visual products.

She is also an expert in Professional Coaching recognized by the International Coach Federation (ICF), focused on team and project management with agile methodologies.

## Experience

Mei began her career at Tai school where she studied to be an instructor and head of film crews. For several years she worked as camera operator and director for different Spanish audiovisual production companies such as Plural Entertainment.

After her time in audiovisual filming, she has continued to work in communication agencies, managing the audiovisual area and making visual works for corporate companies.

Finally, she decided to start her own business by founding an independent visual studio that provides digital solutions, graphic design and audiovisuals, collaborating with communication studios and agencies.

## Studies

2022 Legal Project Management Thomson Reuters
2020 Expert in Professional Coaching Create Coaching
2014 Master of Professional Photography Workshop Experience
2007 Digital Illustration ESDIP College of Professional Drawing
2000 - 2004 Degree in Audiovisual Communication and Graphic Design University School of Arts (TAI)

## Languages

Spanish and English.

# Values



## Excellence

**We are lawyers with 20 years of experience in business law.**

We are highly specialized in new business models and all kinds of technologies so we accompany our customers in their growth speaking their same language.

We recruit only the best legal talent to deliver legal excellence.



## Transparent fares

**With L-A, you'll always know the cost of our services beforehand.**

We offer two types of fully transparent pricing:

- Monthly retainer fee
- One-shot / Flat Rate
- One rate hourly pricing
- Success fees



## Agility

**We use agile work methodology imported from the technological environment.**

We are aware that your business requires immediate advice and strategic anticipation.

That's one of our greatest assets.



## Legaltech Platform

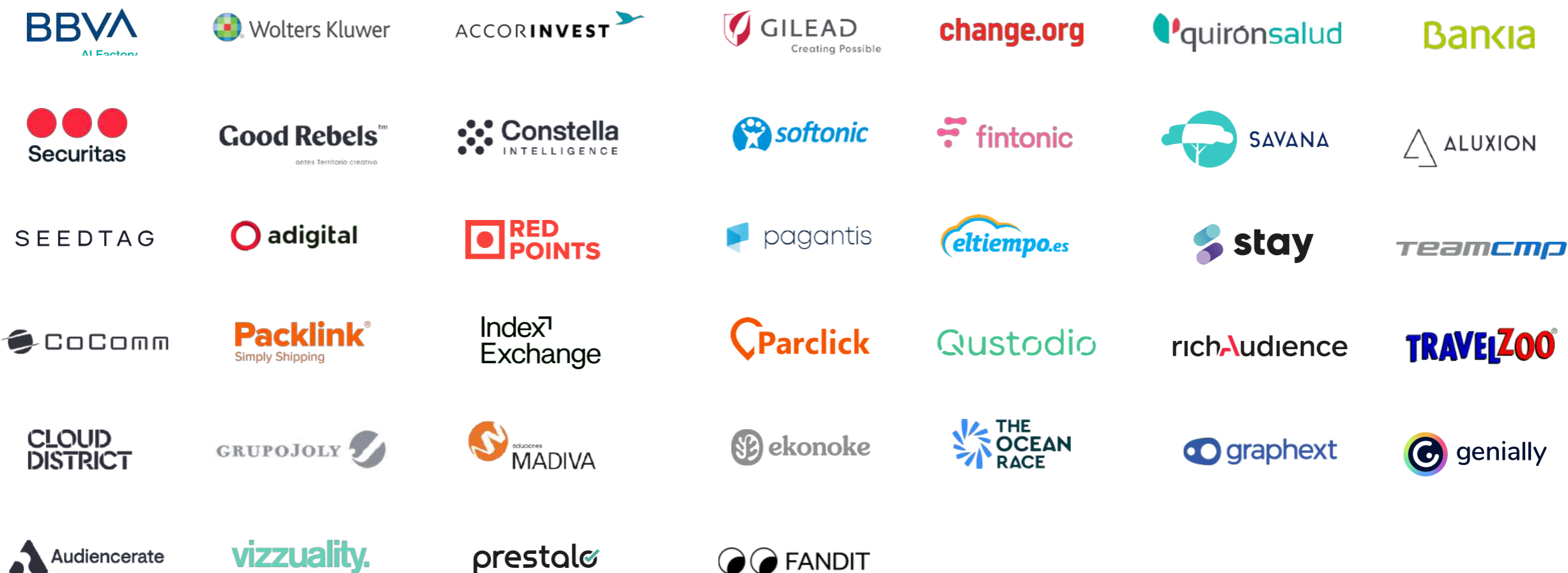
**We offer our clients a private online platform so that they can have access to their entire document repository and can make multiple managements and queries without having to lose hours in infinite conference calls.**

We own our technology, which is based on AI and ML.

# Our Clients

Some stay in the past and decide to continue using it, but more and more, all kinds of companies knock on our door looking for innovation, legal excellence and above all, fixed and transparent rates.

Join the ALSP pioneers



# LEGAL — ARMY



Legal Army