



Press Release

Akerman's Martin Tully Appointed to Sedona's WG1 Steering Committee

March 6, 2017

Akerman LLP, a top 100 U.S. law firm serving clients across the Americas, today announced Data Law Practice Co-Chair **Martin Tully** has been appointed to the Steering Committee of Sedona Conference Working Group 1 on Electronic Document Retention and Production (WG-1). The Sedona Conference provides a forum for advanced dialogue on some of the most challenging issues facing our legal system today, and WG-1 concentrates on eDiscovery and electronic document retention and production in the context of litigation, dispute resolution and investigations.

Tully began his 3-year term on January 1, 2017. He will contribute to the group's dedicated efforts to develop principles, guidance and best practice recommendations for information governance and electronic discovery. The Sedona Conference noted that he was selected because of his capacity for dialogue and working to achieve consensus; his records of significant contributions to WG-1 meetings and drafting team efforts; and to maintain appropriate balance on the Steering Committee.

Tully is a litigation partner in Akerman's Chicago office and a veteran trial lawyer with more than 25 years of national experience representing companies and individuals in complex commercial litigation across a broad array of fields and industries. He routinely represents clients in cases involving contract disputes, business torts, defamation, antitrust claims, trade secrets, and consumer class action defense. Empowered by his commercial litigation practice, Tully is nationally recognized for his knowledge and experience in the fields of electronic discovery, information governance, and data security/data privacy. In addition to his new role on the Sedona Conference's WG-1, Tully is also an active member of the Working Group on Data Security and Privacy Liability (WG-11); the Seventh Circuit E-Discovery Pilot Program Committee; the American Bar Association's Litigation, Privacy and Data Security Committee; and the International Association of Privacy Professionals (IAPP). He also serves as mayor and former trustee for the Village of Downers Grove, Ill.

As co-chair of the Data Law Practice, Tully was integral in the development of the **Akerman Data Law Center**. Earning Akerman distinction among the 20 most innovative law firms in North America by the *Financial Times*, the Akerman Data Law Center is an automated inventory of data privacy and security laws developed in partnership with Thomson

Reuters Legal Managed Services and Neota Logic. This legal product leverages the power of integrated "expert systems," a form of artificial intelligence (AI), to deliver legal advice from Akerman lawyers to clients efficiently and cost-effectively. This AI-driven approach enables clients to remain on the frontlines of business-critical data laws and handle routine compliance issues in-house at a greatly reduced expense, allowing them to engage with outside counsel in even more meaningful and effective ways.

The Sedona Conference is a nonprofit research and educational institute dedicated to the advanced study of law and policy in the areas of antitrust law, complex litigation and intellectual property rights. The mission of The Sedona Conference is to drive the reasoned and just advancement of law and policy by stimulating ongoing dialogue among leaders of the bench and bar to achieve consensus on tipping point issues. The Sedona Conference brings together the brightest minds in a dialogue based, think-tank setting with the goal of creating practical solutions and recommendations of immediate benefit to the bench and bar.

About Akerman LLP

Akerman LLP is a leading transactions and trial law firm known for its core strengths in middle market M&A, within the financial services and real estate industries, and for a diverse Latin America practice. With more than 650 lawyers and government affairs professionals and a network of 24 offices, it is ranked among the top 100 law firms in the United States by *The American Lawyer* (2016). Akerman also is ranked among the top 60 law firms for diversity in *The American Lawyer's Diversity Scorecard* (2016).

Akerman's Data Law Practice helps clients stay ahead of the curve with respect to developing law, emerging technologies, and best practices surrounding Big Data. With a sophisticated understanding of the complexities that define the digital universe, Akerman advises clients on e-discovery, information governance, and data privacy and security matters across multiple sectors, including two of the most heavily regulated and most often targeted by cyberattacks – healthcare and banking/financial services – as well as real estate, insurance, retail and consumer products.

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Martin T. Tully