



Rena Mears
PRINCIPAL

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Rena Mears has more than 25 years of experience advising global companies in financial services, hospitality, technology, pharma, biotechnology and consumer products on data risk, privacy, cybersecurity and information security matters. She has built and led teams with the diverse skill sets necessary to manage information assets in the evolving global market. Rena has worked closely with boards and senior management to evaluate data risk and deploy effective risk mitigation strategies in the enterprise. She has also helped organizations design and implement the effective operational programs, processes and controls required to comply with the legal, regulatory and contractual requirements affecting companies operating in complex regulatory environments.

RELATED SERVICES

- Data Protection, Privacy and Security
- Cybersecurity

Before joining DLA Piper, Rena was the national and global leader of Deloitte's privacy and data protection services, and more recently was managing director at a leading US law firm.

Rena works closely with lawyers in DLA Piper's global Data Protection, Privacy and Security group – highly rated by Chambers and Legal 500 – to augment our offerings in privacy and cybersecurity assessments, program and control design, data mapping, and program and vendor-risk management.

She has significant experience leading major enterprise initiatives for global companies focused on:

- Data asset risk management services
- Privacy and security program development
- Third-party risk management
- Cybersecurity, data protection, and data breach response

Forensics, data analytics, and data leakage

- Legal and regulatory compliance
- Privacy and security gap assessments and reporting
- Cross-border data flow compliance and management

- Security and privacy by design in products and services

Rena's engagements typically involve risk and threat analysis, strategy and program development (including governance, operations, assessment, and reporting), data mapping, controls assessment, and remediation and program sustainment activities. In addition, Rena has led multi-year engagements dealing with cyberthreats, incident response, and APT analysis for global companies.

She further advises clients on issues involving:

- General Data Protection Regulation; Safe Harbor/Privacy Shield• US breach notification laws
- Gramm-Leach-Bliley Act
- State privacy and data protection laws
- Health Insurance Portability and Accountability (HIPAA)

Rena holds the following/certifications: CISSP, CIPP, CISA, CITP. She also is a CPA in Alabama.

Rena Mears does not provide legal services.

CREDENTIALS

Recognitions

Rena has been recognized by *The Legal 500 United States*.

Education

- M.B.A., Auburn University
- B.A., University of Albuquerque

Certifications

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INSIGHTS

Rena regularly presents at conferences and workshops, speaking on such subjects as enterprise security and privacy programs, cybersecurity and breach response, data asset management and protection, third-party risk, and customer trust. She has authored articles on managing data as an asset, breach response, security and privacy program metrics, assessing controls in cloud architectures, customer and employee privacy, and incorporating security and privacy by design principles in the product development process and in business transactions. She was a co-author of the Enterprise@Risk Survey and served on the American Institute of Certified Public Accounts (AICPA) task force developing Generally Accepted Privacy Principles (GAPP).

Publications

Coronavirus: Cybersecurity considerations for your newly remote workforce (United States)

31 March 2020

Cyber risk management involves balancing the productivity of a workforce with ensuring confidentiality, integrity and availability of the company's own systems and data, as well as that of their supply chain.

CCPA Rescue Kit arrives amid new privacy law change

19 December 2019

A series of integrated compliance offerings to help businesses begin the journey of compliance with this important new privacy bill.

- Co-author, "Data Management: More than Corporate White Noise," *Corporate Board Member* magazine, Third Quarter Vol. 20, Number 3
- Co-author, "Data Risk in the Third Party Ecosystem," survey conducted by the Ponemon Institute and commissioned by a top law firm, 2016
- Co-author, "Oversight of Compliance and Control Responsibilities," chapter published in "Navigating the Digital Age – The Definitive Guide for Directors and Officers" by Caxton Business and Legal Inc. 2015.
- Co-author, "Data as an Asset," and "The Privacy Engineer's Manifesto: Getting from Policy to Code to QA to Value"

Events

Previous

California Consumer Privacy Act and AdTech

17 September 2019

Webinar

CCPA CLE Webinar Series: The California Consumer Privacy Act and your cloud architecture

8 MAY 2019

Webinar

Operationalizing CCPA

16 JAN 2019

Webinar

California Consumer Privacy Act and GDPR – how do they differ?

14 NOV 2018

Webinar

- MasterCard Global Risk Leadership Conference: The Great Debate: Balancing Government Interests and Access to Data Vs. the Consumer Right to Privacy, May 10, 2016
 - "Your Business Is My Business: Watching Out for Cybersecurity - Issues with Third Party Vendors," ABA Business Law Section Annual Meeting, September 18, 2015
 - Webinar, Cyber Security Assessment - "What Will the Regulators Be Looking For?," March 18, 2015
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- Webinar, Information Security Program Effectiveness and Examination Readiness, February 4, 2015

NEWS

MEDIA MENTIONS

- Quoted, Third-Party Vendors Are Key Concern for Business, Data Privacy Survey Finds
- Quoted, Why the CFPB is About to Ramp Up Cyber Enforcement – Bloomberg BNA
- Quoted, The Hill Article, “Demand for Cyber Insurance Skyrockets” The Hill, January 15, 2015
- Quoted, “5 Ways Companies Can Protect Themselves From Inside Hacks” *Law360*, January 7, 2015
- Quoted, Business Insurance Article, "North Korea's Sony Hack Seen as Cyber Security Game-Changer" Business Insurance, December 21, 2014