



**Bruna B. Rocha**

**Partner**

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Bruna is a Partner in Campos Mello Advogados' Regulation and Policy Issues practice, based in São Paulo. She leads CMA's Life Sciences & Healthcare Sector Group, which has a market-leading Life Sciences & Healthcare offering, an international, multi-disciplinary team of lawyers that can serve your needs across the sector.

She joined the firm on May 20th, 2012. Previously, Bruna was employed as a trainee at the Court of Justice of the State of São Paulo from January 2008 until December 2011.

Currently, Bruna work alongside C level, investors, developers, managers, and physicians in every aspect of their activities, advising on matters from business formation and establishing investment platforms for clients moving into new markets for the first time, to cross-border portfolio acquisitions and restructuring. She also advises companies to take promising therapies from the laboratory to the market, protecting those therapies from IP, regulatory and reputational risks arising from product liability and product safety concerns. She focuses on providing advice in the context of non-contentious matters, as well as looking at clients' existing circumstances and aspirations within the industry.

Given her experience in this industry sector, she is the focal point for CMA's life sciences, healthcare, and cannabis clients, whether for a large pharmaceutical company, a mid-sized medical device client (including SaMD) or a development-stage biotech company, rapidly organizing and customizing our client service teams to foster deep knowledge of the client, including its processes, risk tolerance, culture, and organizational structure. Her portfolio of clients includes big pharma, large MD companies, CROs, clinical trials sites, biotechs, and investment funds targeting this industry sector.

Bruna is also engaged in the management of the strategic planning aimed at development and integration of the Life Sciences, Healthcare and Cannabis industry sectors across the DLA Piper Latin America offices.

*DLA Piper and Campos Mello Advogados (CMA) are separate and independent law firms, which work in cooperation with one another. Partners of DLA Piper are not partners of CMA; and CMA partners are not partners of DLA Piper.*

- Litigation, Arbitration and Investigations
- Regulatory and Government Affairs
- Antitrust and Competition

- Consumer Goods, Food and Retail
- Financial Services
- Industrials
- Technology
- Life Sciences

English Portuguese  
Spanish

## LANGUAGES SPOKEN

- English
- Portuguese
- Spanish

## EXPERIENCE

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- Advised *Unilever Global* with high-level templates related to food safety, environmental and employee safety regulations in Brazil
- Advised *AVON Cosmetics* on the environmental and regulatory aspects of cosmetic manufacturing and other related activities in Brazil
- Advised *Michelin Travel Partner* with a detailed memorandum on alcoholic beverages and tobacco advertising regulations in Brazil
- Advised *Eurofins Scientific* on due diligence related to regulatory matters before ANVISA
- Advised *Nuvasive Inc.* on distinguished aspects about the regularity of the company before the Brazilian Health Surveillance Agencies at the federal, state and municipal levels, as well as on issues related to regularity of its medical devices commercialized in Brazil
- Advised *Bulletproof Digital Inc.* on appearing before Health Surveillance Agencies at federal, state and municipal levels in order to commercialize regularly foods and supplements in Brazil
- Represented *Medimop Medical Projects Ltd.* in its name change before the Brazilian National Health Surveillance Agency
- Advised *BMS* and *Pfizer* on the issue related to the boxed warning on the *Coumadin* and *Eliquis* labels

## CREDENTIALS

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### Admissions

- Sao Paulo, Brazil

### Education

- B.A., Law, Universidade de Barretos 2011
- Scaling Excellence through innovation, Stanford University, Online 2016
- Principles of Economics, Stanford University, Online 2021
- Essentials of Program Strategy and Evaluation, Stanford University, Online 2021
- How Software Ate Finance, Stanford University, Online 2021
- Project Management Life Cycle, Rochester Institute of Technology (RITx), Online 2022

### Memberships

- Brazilian Bar Association (OAB), São Paulo

## INSIGHTS

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### Events

- FDA Boot Camp Conference, New York, March 2016
- Latin America Real Estate Forum, Markets Group, New York, April 2016

## NEWS

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## **DLA Piper announces partnership promotions for 2022**

28 April 2022

DLA Piper is proud to announce that 74 lawyers have been promoted to its partnership. The promotions are effective as of April 1 2022 in the United States and May 1 2022 for EMEA and Asia Pacific. Promotions have been made across all of the firm's practice areas, spanning 38 offices in 21 countries.

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## **Campos Mello Advogados announces four new partners**

8 December 2021

DLA Piper announced today the addition of four new partners at Campos Mello Advogados (CMA), which has a cooperation agreement with DLA Piper.

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