



ALISHA R. BLOOM, ESQ.

TRUSTED GENERAL COUNSEL &
SMALL BUSINESS ATTORNEY

Alisha Bloom is the founder and principal attorney of Versant Legal, a boutique law firm providing fractional and outside general counsel services to growing companies. An insightful, detail-oriented lawyer with more than 20 years of in-house and law firm experience, Alisha specializes in contracts, SaaS and software licensing, and HIPAA and healthcare compliance.

Alisha was previously the General Counsel at Signiant, a SaaS software company offering a platform for fast, secure large file transfer, where she led the company's legal, compliance, privacy, and information security functions. Prior to that, she served as the General Counsel and Chief Compliance Officer at Ingenious Med, a healthcare IT company providing charge capture software for healthcare providers, until the company's acquisition by Harris Computers. As General Counsel and Chief Compliance Officer of ikaSystems (now Advantasure), Alisha played a vital role in the healthcare IT company's transformation and eventual acquisition. Before that, she built a three-person legal department from scratch as General Counsel of CompuGroup Medical US. At all of these companies, she has guided management on the legal and strategic aspects of business initiatives and on governance issues. She has also drafted and negotiated a wide range of contracts and software license and subscription agreements; advised on data privacy and regulatory compliance matters; and favorably settled disputes while avoiding new litigation.

As a business litigation associate at Goodwin, Alisha managed litigation, conducted depositions, prepared fact and expert witnesses, and wrote briefs and motions. She was a key member of the team that successfully defended a Fortune 500 consumer products client in a complex, billion-dollar product liability lawsuit. Earlier in her career, Alisha specialized in intellectual property damages and antitrust/competition as an analyst with NERA, an economic consulting firm.

Alisha received Columbia Law School's highest academic honor and served as an editor on the Columbia Law Review. She earned a bachelor's degree in economics with honors from Harvard University. Alisha has volunteered as a director of a non-profit conflict resolution organization, serving as the board's president for four years. She is also a trained conflict coach and community mediator and has taught mediation as an adjunct professor at New England Law. In 2015, she was honored as an In-House Leader in the Law. She is a sought-after speaker and presenter.



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