



## ALISHA R. BLOOM, ESQ.

TRUSTED GENERAL COUNSEL &  
LITERARY ATTORNEY

Alisha Bloom is the founder and principal attorney of Versant Legal, a boutique law firm that provides outside general counsel services to companies of all sizes. An insightful, detail-oriented lawyer with more than 16 years of in-house and law firm experience, Alisha specializes in contracts, software licensing, dispute resolution, and HIPAA and healthcare compliance. She also helps independent contractors and small businesses with contracts, dispute resolution, and creation of high-quality, customized templates and forms. In addition, she teaches mediation as an adjunct professor at New England Law and is a trained community mediator.

As General Counsel and Chief Compliance Officer of ikaSystems (now Visiant), Alisha played a vital role in the healthcare IT company's transformation and eventual acquisition. Previously, she built a three-person legal department from scratch as General Counsel of CompuGroup Medical US. A valued member of both companies' executive teams, Alisha guided management on the legal and strategic aspects of business initiatives and on governance issues. She also drafted and negotiated contracts and software license agreements; advised on data privacy and regulatory compliance matters; and favorably settled disputes while avoiding new litigation.

During her seven-year tenure 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. She also represented pharmaceutical clients in patent infringement matters. 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 from Harvard University, also graduating with honors. For eight years, Alisha volunteered as a director of a non-profit conflict resolution organization, serving as the board's president from 2013-2017. In 2015, she was honored as an In-House Leader in the Law. She is a sought-after speaker and an award-winning romance author under a pen name.

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