

Mark Bisard

General Counsel's Office at WOMMA - Word of Mouth Marketing Association

New York, NY, US

VP & Senior Counsel - American Express

Mark Bisard is Senior Counsel for the Technology and Digital Law Group at American Express. He created and leads the company's Cyberlaw Unit, which handles the company's legal issues in the area of emerging tech, social media, mobile, e-commerce and communications, new product development and key digital partnerships. Before joining American Express in 2008, Mark worked for Thacher Proffitt & Wood LLP (New York City, NY) and Jaffe Raitt Heuer & Weiss LLP (Detroit, MI), specializing in IP and internet law issues for a wide range of business clients. Prior to practicing law, Mark spent two years teaching at a small high school in rural Louisiana with the Teach for American program. Mark now lives in Brooklyn with his wife Christie and their two sons. He currently serves on the Board of Directors for the Word of Mouth Marketing Association and the Purple Promise to End Melanoma Foundation.

Keynote, Moderator, Panelist

Financial Services, Advertising/Marketing, Social Media, Corporate Leadership, Legal Services, Information Technology and Services

Social Media Marketing, Social Media, Intellectual Property, Technology Law, Corporate Leadership

Associations: WOMMA Legal Affairs Committee, Journal of Digital Marketing Editorial Board, Legal Technology News Advisory Board, ABA-Cyberspace Law Committee, Purple Promise to End Melanoma Foundation Board of Directors, Leadership Detroit XXIV

Social Media Media Risk and Reward

Mark is a frequent speaker and company trainer on social media (and other e-contracting, mobile payments, APIs, IP, and internet law related issues generally) for a wide array of audiences (compliance groups, marketers, legal counterparts) from the Alley to Valley. Examples: ? WOMMA Annual Summit ? Las Vegas ? Dow Jones Global Compliance Symposium - Washington, D.C. ? LegalTech - NYC ? Social Media Strategies Summit (GSMi) ? Boston ? ALM's Social Media Risk & Reward - NYC

Moderator, Legal & Ethical Marketing - What's Next?

Moderating exciting panel on the future of legal and ethical marketing at womma.org's WOMMNext event in Chicago, Illinois. April 29th, 2014.

Featured Panelist: Social Media Risk Panel

Featured panelist along with Dell and Mayo Clinic lawyers discussing social media law risk for State Bar of Texas. May 1st, 2014

Featured Panelist, ACC GNY Chapter's "Mobile Marketing" Event

Mark will participate on ACC-GNY's new Digital, Technology, eCommerce and Privacy Law Practice Group's panel re: "Mobile Marketing" on June 11, 2014.

Social Media: Risks & Rewards - Protecting Your Company in a Digital World

Featured panelist at along with Wells Fargo, Arise Communications and WebVisible speakers discussing how to "protect a company's identity in a virtual world." Corporate Counsel symposium at Harvard Club, NY. September 21, 2009

Featured Panelist - "Social Media Four Letter Words" Panel

University of Texas School of Law 36th Annual Corporate Counsel Institute

Featured Panelist - "A View From the Trenches: Hot Issues, Creative Solutions"

PLI's "Social Media 2014: Addressing Corporate Risks"

Featured Panelist (w./ Frankfurt Kurnit) - "Social Media Platform Rules - A Guide for Advertisers"

Association of Corporate Counsel's Advertising Practice Group event

Featured Panelist (w/ Nestle and Google), WOMMA's - 2nd Annual Driving Engagement Award panel

2014 Social Media Preview for the Chicago Auto Show

Featured Speaker

Key Issues in Today's Mobile Marketing: emerging trends in mobile tech, location-based services and mobile commerce

Featured Panelist: Regulation in the Irregular World of Social Media

FTF Financial Tech Forum's Social Media and Compliance in Financial Services Conference ("SMAC Forum")

Moderator: A View from the Trenches: Hot Issues, Creative Solutions

PLI's Social Media 2015: Addressing Corporate Risks

Wayne State Law University

Law J.D. Law

University of Michigan

BA Political Science

Top 40 Under 40

Crain's Detroit Business Top 40 Under 40 (2002)

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