

Andrew Baer Named Legal Innovator by The Legal Intelligencer

Friday, July 1, 2022

PHILADELPHIA, July 1, 2022 — Andrew Baer, chair of Cozen O'Connor's Technology, Privacy & Data Security group, was recognized by *The Legal Intelligencer* as a 2022 Professional Excellence Award winner in the Law Firm Innovator category at the Pennsylvania Legal Awards on June 29, 2022. This award honored law firms, lawyers, and legal professionals who push the envelope, think outside the box, and have demonstrated an ability to distinguish their brands in a crowded market to build their businesses.

Two critical innovations that Baer implemented at Cozen O'Connor are an intensive, hands-on training program for new attorneys and offering clients creative service packages utilizing hybrid alternative fee arrangements. As a result of these innovations, the Technology, Privacy & Data Security group now provides services to Fortune 500 clients creatively, efficiently, and profitably.

The Professional Excellence Awards hosted by *The Legal Intelligencer* recognizes attorney achievements across the Pennsylvania legal community in numerous categories, including Lifetime Achievement, Attorney of the Year, Lawyers on the Fast Track, Most Innovative Law Firms, Most-Effective Dealmakers, Best Law Firm Mentors, Unsung Heroes, Distinguished Leaders, and Power Players.

Baer focuses his practice on cutting-edge technology transactions on both the buy-side and sell-side, cloud computing, data privacy, and security compliance (FTC, GDPR, CCPA, FFIEC, and the New York DFS Cybersecurity Regulation), copyrights and trademarks, software, transactions in the digital advertising ecosystem (DMPs, SSPs, DSPs, ad exchanges, retargeting, data onboarding), and interactive marketing compliance. His clients include Fortune 500 companies, startups, and everything in between, such as financial institutions, SaaS/IaaS/PaaS companies, digital interactive agencies, adtech companies, data brokers, online ad networks, mobile app developers, media monitors, international e-commerce companies, and others.

To read Andy's interview with The Legal Intelligencer, [click here](#) (subscription required).

Related Practice Areas

- Technology, Privacy & Data Security