

Crowell & Moring Snags Former Deputy US Trade Rep

By Kelly Knaub

Law360, New York (July 10, 2017, 7:04 PM EDT) -- Crowell & Moring LLP announced Monday that former Deputy U.S. Trade Representative Robert W. Holleyman II is joining its international policy and regulatory affairs affiliate C&M International as president and CEO and will also serve as a partner in the firm's international trade group.

Holleyman, who has more than 20 years of experience in business and government, will assist companies in traversing the landscape of international trade, investment, services, digital trade and economy, and IP protection, Crowell & Moring said. He officially came on board July 5.

"The proven expertise and reach of C&M International on the business side, coupled with the international trade practice of Crowell & Moring on the legal side" is what motivated Holleyman to join C&M International, he told Law360 in an emailed statement Monday. "The combination of the two is unique and offers an opportunity to provide a full array of services to our clients that reflect how they do business and how they do business across borders."

Holleyman will concentrate on helping companies navigate the international trade and investment challenges they face and devise strategies to work through barriers to both traditional trade and digital trade and new technology, according to the firm.

He will also advise companies on trade and investment policy, including involving the North American Free Trade Agreement; business opportunities of the Asia-Pacific, as well as the future trade structure of that region; and the impact that pending Brexit negotiations and European Union matters will have on the market and the legal sphere, among other things, Crowell & Moring said.

Other areas he will advise on include public policy and regulatory matters in relation to the enforcement of intellectual property both domestically and abroad; public policy concerning the protection of patents, copyrights and trade secrets; cybersecurity; and privacy policy, the firm said.

"My career has been heavily focused on working with companies in the tech sector and in the intellectual property field," Holleyman said, regarding his clientele base. "As companies across all sectors digitize their operations — in terms of how they access markets, manage their supply chains, reach customers and gain efficiencies — I anticipate providing legal and trade services advice across a wide variety of industries."



Robert W.
Holleyman II

Holleyman served as deputy U.S. trade representative from 2014 to 2017, during which time he was in charge of U.S. trade and investment relations with Asia and global trade policy for services, investment, intellectual property and innovation; spearheaded a new digital trade working group within the Office of the U.S. Trade Representative; and developed and made headway with the USTR's Digital2Dozen, which the firm described as "a series of groundbreaking measures for the Asia-Pacific region that established rules promoting a free and open internet, expanded e-commerce, free flow of cross-border data transfers, enhanced cybersecurity, consumer privacy, competition in telecommunications networks, and disciplines to eliminate and prohibit barriers to new digital products and services."

He has also served as a board member of the Overseas Private Investment Corp., which is a U.S. government agency that helps U.S. businesses invest in emerging markets, according to the agency's website, and has represented the USTR on the Committee on Foreign Investment in the U.S., the firm said.

Holleyman also served as president and CEO of The Software Alliance, also known as BSA, from 1990 to 2013 and founded a consulting agency focused on cloud architecture, known as Cloud4Growth in 2013.

He was previously appointed by President Obama to serve as a member of the U.S. Advisory Committee on Trade Policy and Negotiations and also served as a member of the Industry Trade Advisory Committee on Services for the U.S. Department of Commerce and USTR, according to the firm.

"Robert's proven bipartisan leadership on international trade policy and the digital economy makes him the ideal person to drive C&M International into the future," outgoing C&M International President Kate Clemans said in a statement. "His work on trade policy — particularly in the areas of technology, IP, services, investment, and e-commerce — well positions CMI to serve corporations and associations confronting the complex trade and investment challenges in the digital age." Holleyman succeeds Clemans, who is retiring to join the C&M International board with special oversight for sovereign clients.

--Additional reporting by Rick Archer. Editing by Jack Karp.