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Russell (Russ) B. Pearlman serves Of Counsel to Hosch & Morris, PLLC, and acts as the firm's Chief Technology Officer.

Russ has a unique background that includes over twenty-five years of progressively senior positions in business and technology roles. His hands-on roles have made him responsible for developing technology strategy and operating it, including support for thousands of employees and multiple-data centers. In addition, Russ obtained his law degree with a focus on the issues that face companies that utilize technology for competitive advantage including: intellectual property, trade secrets, cyber security, data privacy, e-discovery, and technology-based contracts.

During his career, he has developed experience spanning multiple industries including insurance, financial services, healthcare, automotive, agriculture, manufacturing, supply chain, and others. Additionally, he has worked with companies in the Fortune 10 all the way down to start-ups.

Russ's extensive business background coupled with his legal training makes him the perfect partner for driving technology strategy that takes the law into account. He is also available for complex technology negotiations, mediation, and litigation, including as an expert witness.

Previously, Russ was Senior Vice President, Chief Technology Officer for Merkle, Interim Chief Technology Officer at Toyota Motor Sales, USA, and Chief Technology Officer at Koios Works. He has also held consulting positions

including Executive Vice President at Headstorm, Senior Partner at Thought Ensemble, Principal at Capgemini, Senior Manager at Hitachi Consulting, and Senior Consultant at Deloitte.

Russ teaches at Cox School of Business at Southern Methodist University as Adjunct Lecturer in Information Technology & Operations Management including courses in system analysis & design, internet technologies, and technology project management. Previously, he taught at Collin College as Adjunct Faculty and the Red McCombs School of Business at the University of Texas-Austin as a regular lecturer.

EDUCATION

SOUTHERN METHODIST UNIVERSITY
Juris Doctor, 2018

WASHINGTON UNIVERSITY
M.S., Computer Science, 1996

WASHINGTON UNIVERSITY
B.S., Computer Science Applied Science, 1996

WASHINGTON UNIVERSITY
B.A., Biology, 1994

ADMISSIONS & CERTIFICATIONS
- Texas
- Certified Java Architect

AWARDS/ACHIEVEMENTS
- Named to Texas Super Lawyers Rising Stars by Thomson Reuters (2021-2024)
- *Recognizing Artificial Intelligence (AI) as Authors and Inventors Under U.S. Intellectual Property Law*, 24 RICH.J. L. & TECH. no. 2, 2018
- Member, Phi Delta Phi Legal Honor Society
- Member, Psi Chi Psychology Honor Society

PROFESSIONAL & COMMUNITY SERVICE

- Barbara Lynn Intellectual Property Inn of Court
- Board of Directors, Avignon HOA
- Board of Directors, Windhaven Farm HOA
- Navigator, Y-Guides
- Youth coach, Plano Sports Authority

PRESENTATIONS & PUBLICATIONS

- *Rise of the Machines: What to Expect in the Legal Profession From Generative AI*, William "Mac" Taylor American Inn of Court (April 2024)
- *Strategic Partnering for Management of Campus Systems*, AJCU CITM (March 2024)
- *Artificial Intelligence: Fear, Uncertainty, and Doubt*, RTM CIO Congress (November 2023)
- *Digital Transformation in for Higher Education*, AJCU CITM (May 2023)
- Co-author, *Crime & Sacrifice: Criminal Liability for Concealing Data Breaches*, DBA Headnotes (February 2023)
- *Cyber Security Protection in IT Contracts – in a Hurry*, Dallas Bar Association (March 2022)
- *Driving a Digital Technology Platform for Education*, Creighton University (March 2022)