

Mary Nell Cummings
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Legal Experience

The Cummings Law Practice – Principal (2010-Present)

I utilize my extensive commercial and legal experience to advise innovative companies on the business of brands. I partner closely with clients to ensure the legal strategy I recommend will meet their commercial goals while also being appropriately protective. I anticipate and solve problems. Representative matters include:

- Help clients develop health claims, based on clinical support, that meet FTC and FDA standards
- Develop standards and a process for effective and fast-moving influencer campaigns that are compliant with regulatory guidance
- Act as general counsel for some clients, effectively and efficiently overseeing other outside attorneys in transactions, litigation
- Ensure promotional materials and labels meet commercial goals while also being FDA compliant
- Negotiate and draft business agreements including licensing, manufacturing, distribution and agency agreements
- Develop strategies to ensure compelling and defensible brand comparative advertising
- Successfully defend national advertising campaigns before the National Advertising Division (NAD)
- Leverage subject matter expertise in compliance systems to help new business successfully develop meaningful controls
- Provide legal advice and review of professional and consumer Rx Drug labeling

GlaxoSmithKline Consumer Healthcare – Assistant General Counsel, Senior Counsel (1999-2010)

Hired as counsel, quickly rose to the post of Senior Counsel and then to Assistant General Counsel, due to my ability to problem solve, to effectively communicate and to identify and resolve legal issues.

Representative work includes:

- Led promotional review teams and managed legal work concerning specific initiatives before FDA and FTC
- Responsible for in-house contract negotiating, drafting and review for manufacturing, agency, development, licensing agreements
- Guided business on a variety of issues including social media, public relations strategies, privacy, claim support, clinical design, advertising support, data use, anti-trust matters and sales issues
- Developed training and conducted investigations to ensure compliance with relevant anti-trust law issues
- Efficiently managed outside legal spend to ensure excellent and cost-effective representation

- As Global Innovation Leadership Team legal representative, advised those accountable for developing and marketing new global products
- Served as the legal advisor on several leadership teams including the Canadian Management Team, the Sales Management Team and the R&D Innovation Management Team. Also served on the Consumer Healthcare Worldwide Legal Operations Management Team
- Chaired the GlaxoSmithKline Pro Bono Committee, which coordinates the pro bono efforts of over 250 attorneys company-wide
- Mentored for the Women's Leadership Initiative, a GSK organization for the advancement of the professional success of women

**K&L Gates – Senior Associate
(1994-1999)**

Conducted and managed discovery, wrote and argued motions, briefs, prepared witnesses, brought cases to trial, jury and non-jury.

**Cohen Swados – Associate
(1993-1994)**

Researched and prepared briefs, motions, legal memoranda, prepared witnesses, performed discovery.

Other Experience

2015 – Present: University of Pittsburgh School of Law – Program Director, Health Care Compliance Online

Led the development of Pitt Law's first online graduate certificate program. Used consumer research to design the University of Pittsburgh's first accelerated online program. Managed the selection of faculty, the development of course content, and selection of course delivery tools. Responsible for academic advising, faculty training and program marketing.

2014 – Present: University of Pittsburgh School of Law –Adjunct Professor of Law

Teaching Current Issues in Health Law and Life Sciences Compliance.

Community Involvement

Planning Committee, Summit Against Racism –The Summit Against Racism is a flagship event for Pittsburgh organizers. The Summit creates opportunities for attendees to learn, connect, and act on behalf of racial justice.

English as a Second Language Instructor – I work with a team to teach English to members of Pittsburgh's Latino community.

Casa San Jose Rapid Response Team – Represent community members who have been detained in Pittsburgh by Immigration and Customs Enforcement.

Education, Licenses and Memberships

- 1992: Juris Doctor, *magna cum laude*, State University of New York, at Buffalo
- 1979: Bachelor of Arts, University of Arizona
- Licensed to practice law in Pennsylvania and New York
- Member, Allegheny County Bar Association