

Russ Rotondi

Corporate lawyer and entrepreneur for 18+ years. A business perspective on the practice of law.



BIOGRAPHY

Russ is the founder and co-managing partner at Craft Legal. He has served as corporate counsel for founders, mid-sized companies, and public companies alike, across multiple industries and practice areas, for over eighteen years.

Russ has deep expertise in regulated industries, including alcoholic beverage, cannabis, healthcare, wellness and technology. Russ has also developed a specialty in the emerging fintech and Bitcoin ecosystem. His client base is diverse in terms of company lifecycle and industry specialty.

Russ's practice consists of corporate governance, business structuring, corporate finance, commercial contracts, securities and regulatory compliance, mergers and acquisitions, trademark counseling, and real estate transactions, among other corporate legal work.

EDUCATION

- Juris Doctor, University of Arizona, 2008
- BFA in Industrial Design, University of Washington, 2001

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PRACTICE AREAS

- Outside General Counsel
- Startups & Business Formation
- Corporate Finance & Capital Raising
- Securities & Regulatory
- Mergers & Acquisitions

BAR ADMISSIONS

- Oregon, 2008

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The attorneys at Craft Legal think like entrepreneurs, and that is hugely valuable to us.

Kevin Richards
Founder & CEO, RECS