

Kari Krusmark

Partner

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Los Angeles

Kari Krusmark is a partner in the Los Angeles office of Gibson, Dunn & Crutcher and a member of the Corporate Transactions, Strategic Sourcing and Commercial Transactions, and Technology Transactions Practice Groups.

Ms. Krusmark's practice focuses on the structuring and negotiation of a wide range of transactions, including agreements for cloud services; information technology outsourcing (ITO) services; business process outsourcing (BPO) services; systems implementation and integration; application development, licensing and maintenance; consulting services; transitional services; strategic alliances; OEM and reseller arrangements; contract manufacturing; the purchase and sale of goods and services; and other technology-related matters. In the outsourcing area, she assists clients from the RFP stage through renegotiation, dispute resolution and termination. Her ITO experience includes application development and maintenance, infrastructure, end user computing, help desk and call center operations, IT security, and managed networks. Her BPO experience includes facilities management, finance and accounting, claims processing and other back-office functions, human resources, logistics and distribution, and procurement.

Ms. Krusmark has assisted clients in a broad range of industries, including the apparel, automotive, consumer products, energy, engineering and construction, entertainment, financial services, foodservice, healthcare, insurance, lodging and hospitality, logistics, marketing, semiconductor, technology and utilities industries.

Ms. Krusmark has been ranked by *Chambers Global: The World's Leading Lawyers for Business* in the area of Technology/Outsourcing. In addition, she has authored a number of articles and guides relating to outsourcing and commercial transactions, including Lexology's *Getting the Deal Through: Outsourcing in USA*.

Ms. Krusmark received her law degree from New York University School of Law. She received a Bachelor of Science degree in marketing from the University of Illinois at Urbana-Champaign. Prior to attending law school, she worked for several years in the marketing and advertising industry in Chicago. Ms. Krusmark is admitted to practice law in California and New York.

Representative transactions include:

Technology-Related Commercial Transactions

- Represented a start-up technology company in the negotiation of go-to-market services agreements and component supply agreements for an augmented reality product.
- Represented a leading semiconductor chip manufacturer in the negotiation of several long-term supply agreements.



Capabilities

Strategic Sourcing and Commercial Transactions
Private Equity
Technology Transactions

Credentials

Education

New York University - 2007 Juris Doctor
University of Illinois - 1997 Bachelor of Science

Admissions

California Bar
New York Bar

- Represented a multinational automobile manufacturer in the negotiation of long-term purchase agreements in connection with an OEM alliance with another vehicle manufacturer.
- Represented a leading technology company in the negotiation of long-term supply agreements for hardware and software products in connection with a separation and spin-off.
- Represented an electric vehicle company in connection with the development of an OEM agreement for autonomous and connected car components.
- Represented a solar energy producer in the negotiation of an agreement for the manufacture and supply of solar plant components.

Cloud Services and Licensing

- Represented a leading global lodging company in the negotiation of an agreement for the customization and use of a property management system on a global basis under both a cloud and licensed/hosted model.
- Represented a national foodservice sales agency in the negotiation of an agreement for cloud-based customer relationship management (CRM) software.
- Represented a leading global lodging company in connection with the licensing of point-of-sale software and related equipment and support services.
- Represented a leading global lodging company in the negotiation of an agreement for a cloud-based hospitality learning platform, and the design and production of custom training content.

IT Outsourcing

- Represented a leading technology company in the negotiation of an IT outsourcing agreement for application development and maintenance, data center, managed network, managed security, identity and access administration, service desk, end user computing, application operations, enterprise print and database, middleware services.
- Represented a utility company in multiple transactions for the outsourcing of its IT infrastructure and application development and maintenance functions.
- Represented a leading international pallet and container pooling company in the outsourcing of its compute, data center, network, managed security, database, service desk, end user support and user administration functions.
- Represented a leading global lodging company in the outsourcing of its IT infrastructure and application development and maintenance functions to five service providers.
- Represented an agricultural supply company in the outsourcing of its IT infrastructure and application development and maintenance functions.
- Represented a global vehicle and equipment component supplier in the negotiation of an agreement for colocation services.

Business Process Outsourcing

- Represented a film studio in connection with the outsourcing of its global finance and accounting functions.
- Represented a leading global lodging company in the negotiation of multiple agreements for the outsourcing of its human resources, recruiting and procurement functions.
- Represented an offshore oil and gas engineering and construction company in the outsourcing of its finance and accounting functions.
- Represented a utility company in the negotiation of an agreement for facilities

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management services.

- Represented an agricultural supply company in the outsourcing of its finance and accounting functions on a global basis.
- Represented an apparel company in the negotiation of agreements for warehousing, logistics and distribution services.

Systems Implementation and Integration

- Represented a utility company in the negotiation of a systems implementation and integration agreement for a new customer service platform.
- Represented a utility company in the negotiation of an agreement for the implementation and support of a new digital platform and development of platform content.

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