

WOMEN OWNED LAW

DECEMBER 2021 MEMBER SPOTLIGHT



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Founding and Managing Partner, [Tadler Law LLP](#)

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Tell us about your firm or business including history, specialization, and years in business.

Tadler Law LLP is a woman-owned litigation boutique law firm (launched in 2019) that represents consumers, investors, and businesses in complex and class action litigation nationwide. The firm was recognized in 2020 as a WBENC-certified business, the most widely recognized certification for women-owned businesses. Tadler Law's lawyers are regularly recognized as leaders in the plaintiffs' bar by the National Law Journal, Legal 500, Chambers USA, and Super Lawyers, among other ranking organizations. Partners Ariana J. Tadler and A.J. de Bartolomeo have received numerous awards and recognitions for their work in class actions and mass torts, and Partner Brian R. Morrison has been recognized as a Rising Star of the Plaintiffs' Bar by the National Law Journal. All attorneys are well versed in complex litigation, class action litigation, data breach litigation and complex E-Discovery issues. The firm also provides litigation, negotiation, and counseling services in the areas of employment, entertainment, and contract negotiation and dispute resolution.

What's an interesting fact about you or your firm that most people don't know?

Tadler Law LLP launched in June 2019. Given our team's affinity for technology and collaboration, we had implemented and mastered key collaborative tools that enabled us to immediately pivot and hit the ground running at the onset of the pandemic lockdown. And we served as a go-to resource to guide other lawyers in their transition during this challenging time in history.

What's a favorite moment of your career so far?

In 2017, United States Supreme Court Chief Justice Roberts appointed me to serve on the Federal Civil Rules Advisory Committee. I am so honored to serve in this capacity.

What challenge are you most proud of overcoming?

Leaving a big firm brand (which I had helped to pivot and build), overcoming self-doubt, and silencing the naysayers, to capitalize on my own (and our team's) brand in the launch of Tadler Law LLP in 2019 (and Meta-e Discovery LLC in 2015 with my business partner and CEO, Paul McVoy). There were many who assumed that I (and we) would fail. I am proud to say that we proved them wrong.

Tell us about a recent professional accomplishment of yours?

In 2020, when so many businesses were challenged by the lockdown of the pandemic, I personally completed the time consuming, detail-intensive application for WBENC certification. Tadler Law LLP is proud to be a women owned WBENC and WOSB certified law firm.

Tell us about a recent personal accomplishment of yours?

I was appointed to serve as co-lead counsel on behalf of consumers in the Facebook [2018] Data Breach Litigation, over which Judge Alsup of the Northern District of California presided. We litigated and successfully resolved that complex class action in less than 3 years.

What advice would you offer new business owners?

Know your vision and understand that there is no straight line to achieving it - i.e., stay focused and be flexible. Do what you know and identify that which you don't know - recognize where you need outsourced assistance and seek out good resources. You will never know the answer if you don't ask. Women Owned Law offers a network of experienced women professionals to help you find the answer.

How can you help other Women Owned Law members improve their businesses?

Tadler Law LLP's team of lawyers and staff are committed to building relationships and serving as strategic partners with other lawyers and business owners; that commitment has resulted in our being a go-to resource for legal service and guidance (particularly in complex litigation and e-discovery), mentorship, entrepreneurship, business development, and relationship-building. Tadler Law LLP is a full-service litigation and counseling firm with experience and knowledge in class actions, complex litigation, contract negotiation and dispute resolution, and employment matters, with unique star power in the field of data and electronic discovery, which enables the team to litigate cases and counsel clients efficiently and effectively.

How has Women Owned Law been of value to you and your career?

Women Owned Law has given me (and our team) direct access to a network of phenomenally talented women lawyers and service providers who prove time and again their commitment to supporting one another and making the practice of law a collaborative space where we all can thrive.

About Women Owned Law

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business lifecycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law.

For additional information about Women Owned Law visit www.womenownedlaw.org