



## Bruce Sewell

General Counsel and Senior Vice President, Legal and Government Affairs at Apple



### CSA CELEBRITY SPEAKERS

Bruce Sewell is highly successful lawyer who specialises in global business development, international competition and intellectual property. He is currently the General Counsel and Senior Vice President, Legal and Government Affairs at Apple. He was previously Senior Vice President and General Counsel of Intel Corporation where he supervised a team of roughly 600 attorneys and policy professionals located in over 30 countries around the world. He was recently profiled in Fortune and is also a regular contributor for the Wall Street Journal.

**"One of the 100 Most Influential Lawyers" California Lawyer magazine and the legal Daily Journal (2006)**

#### In detail

Mr Sewell joined Intel in 1995 as a senior attorney assigned to counsel various business groups in areas such as antitrust compliance, licensing, and intellectual property. In 2001, he was promoted to vice president and deputy general counsel. In that role he managed Intel's litigation portfolio, and handled corporate transactions, including M&A activities. He took over as only the third general counsel in Intel's history in November 2004 and was appointed Senior Vice President in 2005.

#### What he offers you

Dynamic and focused Bruce Sewell offers audiences valuable insights into the intricate world of corporate responsibility. He also uses his considerable expertise to explain in plain English the legal complexities of intellectual property rights and the ins and outs of international competition issues. He also shows organisations how to create and retain wealth in today's innovation economies.

#### How he presents

Mr Sewell enjoys using new media (audio and video) in his engaging presentations and dots the landscape with interesting visual aids.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Topics

Corporate Governance  
Intellectual Property Rights  
Corporate Social Responsibility  
Global Business Development  
Innovation Economies  
International Competition