Manatt Adds Payments and Consumer Financial Services Lawyer In New York

Manatt, Phelps & Phillips, LLP, announced that **Anita L. Boomstein** has joined the New York office as chair of the firm's global payments practice. Boomstein joins the firm from Hughes Hubbard and Reed LLP, where she was a partner in the banking and financial services practice.

Boomstein's practice focuses on payment systems, credit cards and consumer financial services, the firm said in a news release. Boomstein has experience advising brick-and-mortar retailers, e-commerce companies and issuers as they navigate payments and loyalty programs and the regulatory hurdles that come from integration of such programs. She regularly develops, negotiates, documents and supervises legal work pertaining to the creation of the full spectrum of credit, debit, prepaid, loyalty and gift card programs, including strategic alliances involving virtual accounts and electronic money transfers, the firm says.

The release continues:

> "The world of fintech is evolving at a breakneck pace, and Anita knows the landscape extraordinarily well. Her years of experience in global payments will prove invaluable to our clients, no matter how complex or novel the challenges they face," said Craig D. Miller, co-chair of the firm's financial services practice. "She adeptly handles a variety of payment and regulatory compliance matters, including intelligent solutions for privacy and data protection, and we look forward to working with her."
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> Focusing on financial services law, credit cards and payment systems, electronic commerce, privacy and cybersecurity, and

the development of financial products and services for banks and nonbanks, Boomstein is well-versed in the regulatory scheme affecting all industry players. Boomstein has represented a range of clients, from Fortune 100 companies to new startup ventures, ensuring regulatory compliance across payment projects for businesses of all kinds.

“Anita is a highly regarded lawyer known for handling critical industry matters involving emerging payments, credit card programs, electronic commerce and other issues affecting clients in the consumer financial services area,” said Richard E. Gottlieb, co-chair of Manatt’s consumer financial services practice. “Few understand the workings of the card and payments business as deeply as Anita, making her strategic guidance an immediate asset to clients. We’re excited to welcome Anita to Manatt.”

“I was drawn to Manatt’s seasoned network of financial services professionals and their synergistic practices,” Boomstein said. “Manatt’s broad-based yet sophisticated capabilities in the sector make the firm a well-positioned adviser to clients navigating a transformative financial industry. I’m excited to be a part of such an accomplished group.”

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