

## Contact

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## Top Skills

Commercial Litigation

Law department leadership

Regulatory Affairs

## Languages

English

## Certifications

Authorized House Counsel

Arbitration Panelist

Attorney

## Honors-Awards

Women's Bar Association of Illinois  
Esther Rothstein Award

(2019) Florida Legal Department of  
the Year Award

Best of Blues Excellence Award

## Publications

International Taxation, US Tax  
Treaties w/ P. Postlewaite (1995)

# Tamara Meyer

Lawyer | General Counsel | Legal Department Consulting | Law Firm  
Consulting | Healthcare | Public Affairs | Government Relations |  
Lobbying | Board Director | Advocacy Strategy | Crisis Management |  
C-Suite Executive

St Petersburg

## Summary

I founded Lakewood Strategy & Consulting after a 30-year, non-traditional career as a senior corporate legal/business leader, litigator and CPA. I chose to focus in two distinct areas that really make me tick. Lakewood Legal Innovation leverages my experience as a GC in assessing, structuring, growing and retaining best-in-class legal teams/service models to guide innovative General Counsel and law firms. Lakewood Strategy helps clients set/execute high-stakes advocacy, crisis and influencing strategy for regulatory/legislative/competitive challenges. I committed to this work because, when done well, it delivers meaningful change for clients, stakeholders, customers and teams.

My niche is advising clients operating in complex regulatory/political environments and undergoing significant change/challenge. I've served as a change agent as General Counsel, Chief Litigation/Regulatory Counsel and lead of Government/Public Affairs with iconic Fortune 200 and private growth brands (Kellogg's, WellCare Health Plans, Health Care Service Corp. (5 major Blue Cross plans) and Catalina Marketing (\$550M global company)). I began my career as a CPA and practiced tax/commercial litigation for 10 years at Sonnenschein (Dentons) and Baker McKenzie.

Signature representations include (1) advocacy before Congress, state/federal regulators/legislators, AGs, NGOs and global institutions including the WHO; (2) food/product recalls/safety issues including the 6th largest US food recall; (3) M&A/transaction regulatory approvals; (4) health care regulation and CPG challenges, including advertising and product safety; and (4) high-stakes crisis and PR challenges, investigations and reputation management.

I champion women's issues and enjoy philanthropic board work. I spend time in St. Pete and Chicago, where I spent most of my career and attended undergraduate (Loyola), graduate (DePaul) and law school (Northwestern).

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## Experience

### Lakewood Strategy & Consulting LLC

CEO & Founder

October 2020 - Present (4 months)

St Petersburg, Florida; Chicago, Illinois

Applying decades of front-line global experience and results to innovatively guide clients through your most complex business challenges, whether that be managing significant threats/crises/issues, driving affirmative internal/external change or advocating and influencing within complicated regulatory or legislative regimes. Our legal and financial depth and public and private experience at the C-Suite and board levels is your competitive advantage. The mission is to partner to win.

Clients we typically work with are highly regulated industries with complex political, financial, crisis and policy challenges who need guidance to play offense or defense on major opportunities or threats. We have heavy expertise in health care, CPG and food/food safety, as well as crisis management, regulatory approval strategy and significant matter PR/influencing/messaging.

### Lakewood Legal Innovation

CEO & Founder

October 2020 - Present (4 months)

St Petersburg, Florida; Chicago, Illinois

With the unique vantage point of a Senior Legal Leader and General Counsel, providing consulting services to innovative General Counsels and law firms to assess, structure, develop and retain best-in-class in-house Legal teams, service models and highly effective outside-inside counsel partnerships.

Services include:

- Organizational and Service Model Design, including Talent/Resource/Workload Optimization for growing new and existing departments, and also for downsizing or integrating legal teams

- Innovative Legal Department and Law Firm Training/Coaching for lawyers to become trusted business advisors with a “get to yes”/ “smart risk” skill set that clients both need AND want at the table
- Consulting for law firms on how to be an indispensable part of in-house legal teams, including coaching and training for service model enhancements
- Fractional C-suite leadership services

### Centene Corporation

Vice President, Assistant General Counsel, Litigation, Regulatory and Health Plan Operations

January 2020 - October 2020 (10 months)

Tampa, Florida, United States

Centene is the largest Medicaid managed care organization in the U.S., the national leader in managed long-term services and supports, and the number one carrier in the nation on the Health Insurance Marketplace. Centene acquired WellCare in January 2020.

Continuation of Legal leadership role during integration of legal teams as a key contributor to the post-merger restructuring of the combined company departments to optimize talent and resources.

### WellCare Health Plans

Vice President, Assistant General Counsel, Litigation, Regulatory and Health Plan Operations

June 2017 - January 2020 (2 years 8 months)

Tampa, Florida

WellCare was a publicly traded (WCG) Fortune #155 government-sponsored managed health care services company, with \$20B in revenue and over 13,000 employees, acquired by Centene (CNC) in January 2020

- Served on senior legal leadership team to manage a national team of over 25 professionals in litigation, investigations, HR, M&A support, market/product line expansions, Medicaid/Medicare plan operations, federal and state regulatory matters, licensing, pharmacy/PBM, provider and vendor contracting, IP, privacy, cybersecurity and competitive procurements
- Key member of team leading strategy for state and federal regulatory approvals for \$13.5B Centene merger and \$2.5B WellCare acquisition of Meridian Health Plans
- Managed integration of Meridian Health Plan legal team into WellCare team (2018) and led revamping of WellCare legal team service model and structure (2017-2018)

- Awarded 2019 Florida Legal Department of the Year by the Daily Business Review

### Catalina USA

Executive Vice President, General Counsel, Corporate Secretary  
March 2015 - June 2017 (2 years 4 months)

St Petersburg, Florida, United States

Catalina is \$550M private equity-owned global media company with over 1,000 employees.

- Served as Chief Legal Officer and Member of Executive Leadership Team; Chair of the Catalina Marketing Charitable Foundation Board and Board Member for the commercial Nielsen Catalina Solutions (NCVS) JV. Led a multi-state legal team, in executing business strategy, as well as Business Development team
- Co-led a cross-functional global strike team to develop and commercialize new retail solutions products to strengthen retailer networks and data access
- Solidified expertise in leading transformational change as part of company global digital transformation strategy
- Managed board and corporate governance and supported M&A, major outsourcing efforts, strategic partnerships with heavy experience in:
  - o global data privacy
  - o advertising and marketing law
  - o regulatory matters
  - o negotiation and management of complex commercial contracts
  - o finance/credit issues
  - o employment law
  - o litigation/disputes

### Nielsen Catalina Solutions

Member of the Board of Directors

November 2015 - May 2017 (1 year 7 months)

New York, New York

A for-profit joint venture between Nielsen, a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide and Catalina, the industry-leading partner to CPG brands and retailers for ad targeting and return-on-spend measurement.

Health Care Service Corporation/Blue Cross Blue Shield IL, TX, OK, NM, MT

Div. Sr. VP, Chief Litigation Counsel; General Counsel (Blue Cross Blue Shield of Illinois)

July 2009 - March 2015 (5 years 9 months)

Chicago, IL

General Counsel, BCBS Illinois Division (3/10 – 11/12)

Chief Litigation Counsel (7/09 to 3/15)

A Chicago-based \$1.1B mutual reserve company and the fourth largest U.S. health insurer, HCSC operates Blue Cross Blue Shield plans serving over 15 million members across IL, TX, MT, NM and OK.

- Senior Legal leader reporting to CLO, responsible for national litigation docket for five state Blue plans, including anti-trust and other class actions, provider and member disputes and vendor issues
  
- Transactional and advocacy work included:
  - o Issuance of significant debt offering
  - o Acquisition of Montana Blue Plan, including regulatory approvals and hearings
  - o Led strategy on Affordable Care Act (ACA) Congressional hearings, including representation of witnesses at hearings, and Attorney General actions
  
- Developed and led:
  - o New Technology Law team (IP/IS/IT, social media, digital marketing, regulatory issues (HIPAA, ICD10, Admin Simplification))
  - o Government Relations legal support (Political Action Committee, lobbying compliance, legislative inquiries)
  - o Legal counsel for media and other public relations activities
  - o Company-wide records and information program
  
- Served as General Counsel for Illinois Blue Cross Blue Shield plan serving over 8.5M members
  
- Received Best of Blues Excellence Award from the BCBS Association for innovation in revamping the company's litigation approach to institute early case assessment, discovery protocols, metrics, business-oriented resolutions, legal fee controls and development of litigation subject matter experts

## Kellogg Company

VP Global Public Affairs/Litigation/Government Relations

June 2004 - July 2009 (5 years 2 months)

Battle Creek, MI

A \$13.5B global food company with iconic brands such as Corn Flakes™, Frosted Flakes™, Pop-Tarts™, Keebler™, Eggo™, and Cheez-It™.

- Led a career-defining win to align the industry around forming a self-regulatory children's advertising program based on nutrition standards during federal and state regulatory challenges (Children's Food & Beverage Advertising Initiative (CFBAI))
- As member of senior global Crisis Management team, led company through all facets of the 6th largest recall in US history for peanut butter snacks, now featured as a case study in issue management, as well as several other critical global issues
- Served as liaison to critical trade and consumer groups: World Health Organization (WHO), NGOs and the Children's Advertising Review Unit (CARU) and National Advertising Division (NAD)
- Promoted to lead and build newly created Global Public Affairs team and eventually Global Government Relations and the company PAC
- Senior leader on various Global Leadership teams, including Nutrition and Sustainability
- Restructured global Worker's Compensation program to drive multi-million-dollar savings
- Developed subject matter expertise in food and safety testing, nutrition standards, labeling, GMOs and advertising/ecommerce law
- Revamped litigation protocols and case management and advertising law functions and helped lead overall department restructuring to align with company growth and risk

## SNR Denton

Partner--Litigation

June 1998 - June 2004 (6 years 1 month)

Kansas City (1998-2000); Chicago (2000-2004)

SNR is now part of Denton's, the largest law firm in the world with offices on every continent.

- Based on CPA/tax background, handled complex commercial litigation, with a focus on financial matters including: securities fraud defense, business dissolution/disputes, divestitures, M&A, contract/earn-outs, state and local

tax and insurance defense, class actions, compensation disputes and other contract litigation. SEC/Sarbanes Oxley experience, plus representation of Board audit committees of publicly held companies in internal investigations and financial statement restatements.

## Baker & McKenzie

Associate--Tax Litigation

May 1991 - June 1998 (7 years 2 months)

Chicago, Illinois

Ranked globally as one of top 3 law firms based on number of lawyers

- Handled international tax litigation including transfer pricing, foreign tax credits and currency, debt-equity, discovery issues and competent authority procedures
- Frequent speaker for TEI/law professor on international tax issues
- Co-authored two international tax treatises
- Began as a summer associate in 1991 and worked during law school, primarily focused on IRS administrative appeals

## Checkers, Simon & Rosners CPAs

Tax Manager/CPA

September 1988 - May 1991 (2 years 9 months)

Chicago, IL

A top-fifty public accounting firm based in Chicago, merged with American Express Tax and Business Services (AETBS).

- Reviewed a range of tax returns, including commodities and securities trading industry. Managed IRS administrative appeals and other state and federal tax disputes.

## EY

Tax Consultant/CPA

January 1987 - September 1988 (1 year 9 months)

Chicago, IL

After public accounting tax internships in college, managed corporate and complex individual and financial services industry tax returns at top global accounting firm.

## Education

Northwestern University Pritzker School of Law

Doctor of Law - JD, Business Law/Tax · (1990 - 1993)

DePaul University

Master of Science - MS, Taxation · (1988 - 1990)

Loyola University Chicago

Bachelor of Business Administration (BBA), Accounting · (1987)