

Russ Pearlman

COUNSEL

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Russ Pearlman brings a rare combination to the practice of law: more than 25 years as a C-suite technology executive paired with an active legal practice focused on technology transactions, AI governance, and emerging technology risk. With an M.S. in Artificial Intelligence and a J.D. from SMU Dedman School of Law, he is one of the few attorneys in the country who has served as both a sitting Chief Information Officer and a practicing lawyer simultaneously. An award-winning CIO and a Texas Super Lawyers Rising Star in Technology Transactions, Russ brings an operator's instinct to every engagement, understanding not just what the law requires, but how technology actually works inside complex organizations.

Russ's practice spans technology transactions, AI governance and regulatory compliance, data privacy, and strategic technology advisory work. His dual perspective makes him a "go-to" counselor for organizations navigating digital transformation, artificial intelligence adoption, vendor negotiations, and technology risk. He doesn't just advise on technology law. He has lived it from the inside, leading enterprise-scale implementations across higher education, automotive, consulting, and financial services, managing information security programs, and building governance frameworks from the ground up.

AREAS OF PRACTICE

- Intellectual Property
- Technology & Innovation

EDUCATION & ADMISSIONS

Education

- SMU Dedman School of Law, J.D., *cum laude*, 2018
- Washington University in St. Louis, M.S., Computer Science, 1996; B.S., Computer Science Applied Science, 1996; B.A., Biology, 1994

Bar + Court Admissions

- Licensed in Texas

HONORS & AWARDS

- Texas Rising Star, *Super Lawyers* by Thomson Reuters, 2021-2026
- CIO of the Year Award Winner, DFW ORBIE Awards, 2026

PROFESSIONAL & COMMUNITY INVOLVEMENT

- Member, Barbara Lynn Intellectual Property Inn of Court
- Adjunct Faculty, Jesuit Worldwide Learning
- Adjunct Faculty, Southern Methodist University, Lyle School of Engineering
- Governing Body, Gartner C-Level Communities
- Awards Chair, InspireCIO Dallas

PUBLICATIONS & PRESENTATIONS

- Speaker, The Human Advantage: Navigating AI and the Future of Work in Higher Education, Tambellini Group Future Campus Summit, August 2026
- Guest Judge, CEO of the Year, Community Member of the Year, and Inventor of the Year, Tech Titans, May 2026
- Speaker, Cybersecurity for Technology Executives, Elevate IT, May 2026
- Speaker, Leading with Purpose, Salesforce Education Leadership Summit, April 2026
- Speaker, AI Uses Cases and Goals, AI Infrastructure Roundtable, April 2026
- Speaker, TRAIGA and How It Affects You, Tech Titans, March 2026
- Speaker, AI in Legal Practice: Ethics, Governance, and TRAIGA, North Texas Paralegal Association, March 2026
- Speaker, Leadership Lessons from Veteran CISOs, Tech Titans, February 2026
- Keynote Speaker, AI for Growth, ATEA Emerge 2025, December 2025
- Speaker, AI's Impact on the CIO Role, CxO Launchpad, November 2025
- Speaker, The Texas Responsible AI Governance Act and the Impact on CIOs, Gartner Annual Conference, November 2025
- Speaker, The Future of the CIO/CTO in an AI Native World, Tech Titans, October 2025
- Speaker, Generative AI in Action: Tools and Techniques for Lawyers, Dallas Bar Association Artificial Intelligence Symposium, October 2024
- Co-Author, "Risks & Insurance Implications for Companies Leveraging AI," *Tools & Intel*, July 2024
- Speaker, Rise of the Machines: What to Expect in the Legal Profession From Generative AI, William "Mac" Taylor American Inn of Court, April 2024
- Speaker, Ethics Issues Associated with Generative AI, Dallas Bar Association Ethics Fest, April 2024
- Speaker, Strategic Partnering for Management of Campus Systems, AJCU CITM, March 2024
- Speaker, Artificial Intelligence: Fear, Uncertainty, and Doubt, RTM CIO Congress, November 2023

- Speaker, Digital Transformation in Higher Education, AJCU CITM, May 2023
- Co-Author, "Crime & Sacrifice: Criminal Liability for Concealing Data Breaches," DBA *Headnotes*, February 2023
- Speaker, Cyber Security Protection in IT Contracts – in a Hurry, Dallas Bar Association, March 2022
- Speaker, Driving a Digital Technology Platform for Education, Creighton University, March 2022
- Author, "Recognizing Artificial Intelligence as Authors and Inventors Under U.S. Intellectual Property Law," *24 Rich. J. L. & Tech. no. 2*, 2018