

CAREERTALK

HIGHLIGHT

Shop.com's New GC is a Perfect Fit



JULIE CULVER IS NO STRANGER to boom and bust economics. As a legal adviser to several technology startups in the late 1990s, Culver experienced both ends of the economic spectrum. Today, however, Culver is **onboard** as general counsel to one of the **dot.com** survivors—Shop.com.

"I began working with tech startups when they were brand new and some of them succeeded and some of them **didn't**," says Culver, who joined the company Aug. 1. "Shop.com started at the same time period and managed to survive the boom and bust."

The Monterey, Calif.-based company not only survived but prospered. It now employs more than 150 workers and hosts more than 1,300 vendors with

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whom visitors can place orders. While the economics of doing business on the Web have stabilized, Shop.com, like other companies in the Internet services industry, has a new monster to confront—privacy breaches.

"A company that is as unique and focused as Shop.com needs to have a unique and focused privacy policy that not just complies with the law but also provides comfort to the consumers," Culver says.

Culver plans to go above and beyond industry standards of applying generic safeguards by creating a tailor-made policy to protect customer information. However daunting the task may be, Culver takes comfort in the fact that Shop.com's business structure compliments her privacy objectives. Unlike many online shopping sites that have a central **homepage** that then links to vendors' sites, Shop.com is a one-stop shop. Therefore, patrons only provide their credit card information once.

Privacy issues aside, Culver says her greatest challenge will be learning the business end of the company. Previously in private practice and a former deputy district attorney, Culver says she will rely on her litigation experience to keep the company on its prosperous path.

"Similar to a litigator, you are looking at what is important from your company's perspective," Culver says. "But you also have to analyze the landscape outside to see what is important to the other people you are doing business with."

—JULIE MILLER

GC APPOINTMENTS

Pfizer promoted **Allen Waxman** to general counsel. Waxman, who joined the company in 2003, most recently served as senior vice president and associate general counsel. He succeeds **Jeffrey Kindler**, who was promoted to CEO.



Houston, Texas-based CapRock Communications Inc. appointed **Alan B. Aronowitz** as vice president and general counsel. Prior to joining the company, Aronowitz worked as general counsel of a division of Enron's post-bankruptcy estate.

LifePoint Hospitals Inc. appointed **Paul Gilbert** general counsel and senior vice president. Prior to joining LifePoint, Gilbert served as a partner in the Nashville office of Waller Lansden Dortch & Davis.

The University of Florida named **Jamie Lewis Keith** vice president and general counsel. Most recently Keith served as the Massachusetts Institute of Technology's vice president and general counsel. Keith succeeds **Pamela Bernard**, who left University of Florida to join Duke University as vice president and general counsel. Bernard replaces **David Adcock** who recently retired. Adcock had been Duke's top lawyer since 1982.



San Diego, Calif.-based ADVENTRX Pharmaceuticals Inc. appointed **Patrick Keran** as the company's general counsel. Previously, Keran served as