

About

Alexandre Jotterand specialized in the management of **data** and **technology**.

He assists companies, innovative startups, and healthcare & life science providers navigate the complexity of these fields, both from a legal, regulatory and management perspectives. His fields of expertise include IT, advanced & frontier technologies, privacy/data protection laws (Swiss law and GDPR), cybersecurity, life science, as well as intellectual property & open source. He is also experienced in the fields of commercial transactions and corporate matters.



Practice Areas

Advanced Technologies & Innovation
Data Protection, Privacy & Cybersecurity
IT, Outsourcing & XaaS Solutions
Life Sciences & Health
Intellectual Property
Open Access & Open Source
Arts, Media & Digital Marketing
Entertainment & Sponsoring
Unfair practices
Corporate and commercial law
Commercial Contracts

Experience & Career

2021 Senior Associate at id est avocats
2018 Associate at id est avocats
2016 Associate at Borel & Barbey
2014 Trainee at Borel & Barbey
2012 Student Internship at Homburger

Education

2020 Certified CIPP/E and CIPM (IAPP)
2018 WIPO (World Intellectual Property Organization) trainings in Patent Law, Trademark Law and Software Licensing
2013 MLaw, University of Geneva and Basel (*summa cum laude*)
2013 Certificate of Transnational law, Duke University School of Law
2012 Bachelor of Laws (LLB), University of Geneva

Selected Publications & Presentations

Lecturer at the EU Business School, Seminar entitled "*Legal Aspects In Digital Business*" (2 ECTS), Fall 2021

Speaker at the ExpertSuisse Blockchain seminar of October 2021, presentation on "*Blockchain; which protection for personal data in a decentralized ecosystem?*"

Speaker at the Jeune Barreau du canton de Vaud in October 2021, presentation on "*Data protection, the lawyers' reflexes*"

Recherche sur l'être humain et données personnelles. Gestion des échanges et répartition des responsabilités, Jusletter 30 August 2021, with F. Erard

Speaker at the Innosuisse – Business Concept Course, in March 2019, March 2021 and October 2021, presentation on "*Intellectual Property protection, Legal overview and group work*"

Speaker at the CAS Digital Finance Law, University of Geneva in May 2020 and June 2021, presentation on "*Data Protection and Cybersecurity: Key Stakeholders*"

Speaker at the Haute école de gestion of Geneva | Executive MBA in December 2020, presentation on "*Digital presence | data protection aspects*"

Speaker at the University of Fribourg on December 2020, presentation on "*Digital Marketing | Selected legal considerations*"

Conseils pratiques pour la mise en place d'un programme de gestion de la protection des données, in [swissprivacy.law/21](https://www.swissprivacy.ch/fr/21), 30 August 2020 with Juliette Ancelle

Speaker at the ExpertSuisse seminar, on January 2020, presentation on "*Electronic Document Management and Electronic Archiving, the lawyer's viewpoint*"

Speaker at the Legend StartUp seminar, StartRight program, in November 2019, presentation on "*IP protection & Data Compliance, Protecting Against Common Risks*"

Speaker at the International Institute of Management in Technology (iimt), University of Fribourg, in November 2019, presentation on "*Data Protection & Compliance*"

Les données personnelles: de l'eldorado à la marée noire, in *Le Temps* 11 July 2019

Speaker at the Chamber of Commerce and Industry of Fribourg in December 2018, presentation on "*Digital marketing in B2B: a performance lever for SMEs - GDPR: its challenges and points of vigilance*"

Airbnb: le Conseil fédéral s'empare du dossier, in *Le Temps* 18 December 2017, with A.S. Collomb

Réforme Swissness : une belle croix pour un beau produit, in *Le Temps* 13 September 2016

Wi-Fi gratuit et ouvert au public: le titulaire est-il responsable ?, in *Le Temps* 20 July 2016

Les contrats de création de sites internet, in *Magister Edition Weblaw* 2013