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Jim Rothschild

Executive Vice President, General Counsel, and Data Privacy Officer
Velocity, A Managed Solutions Company, Inc.

Q: When were you at Shumaker and what was your position/practice area?

A: I was a corporate attorney at Shumaker from 1993 to 2019, primarily involved in mergers and acquisitions and corporate financing activities.

Q: What is your current position and company?

A: I currently work for Velocity, A Managed Solutions Company, Inc. I am the company's executive vice president, general counsel, and data privacy officer. In this role, I am responsible for all legal matters, risk management (including insurance), and human resources. I also am a member of the company's executive leadership team, finance committee, and cybersecurity steering committee.

Q: What did you enjoy most about your career?

A: There are two things that I enjoy the most about my position at Velocity. The first is the sense of teamwork that permeates the organization. Everyone at Velocity is focused on the same goal—providing outstanding services and solutions to our customers. "One team" is a phrase that I hear half-a-dozen times per day. The second thing that I enjoy the most is the opportunity to be impactful for our customers and team members. On a weekly or even a daily basis, I get to observe the outcomes of decisions that have been made by me and other members of the executive leadership team. It is particularly gratifying when I am able to help one of our other team members resolve a problem.

Q: What is one thing you learned at Shumaker that has benefitted you ever since?

A: The skills I learned as a lawyer at Shumaker and the experiences I had while at the law firm have served me well in my capacity as a corporate leader and general counsel. Lawyers draft a tremendous number of letters and electronic mail messages. The writing skills that I honed during my 25 years as a lawyer at Shumaker has enabled me to quickly draft complex correspondence to team members, vendors, and customers. Additionally, my time as a corporate lawyer has taught me the value of settling disputes early, rather than allowing them to escalate. If my time as a lawyer taught me anything, it is the value of compromise.

Q: What is your favorite memory of your time working at Shumaker?

A: My favorite memory from working at Shumaker involves all of the time spent having lunch with my colleagues and discussing, in a casual setting, our legal problems and daily lives. I forged many lifelong friendships at Shumaker. There remain people at Shumaker that I talk to several times a week.

Q: What is the best advice you can give a new attorney?

A: I have two pieces of advice for new attorneys. First, be responsive to your clients. Return phone calls and email messages as promptly as possible. More likely than not, the client does not have the time or desire to chase you. Second, have conversations with your clients about risk tolerance. Risk tolerance is different for every organization. It is a critical piece of information related to decision-making, both in connection with litigation and operational planning. Lawyers naturally are risk averse, but companies, such as Velocity, make decisions all of the time knowing that they carry some level of risk. As a trusted adviser, you have to be on the same page as your client regarding how big of a potential downside is acceptable.

Q: What news would you like to share about your personal or professional life?

A: My middle daughter got married last August. My wife and I do not have any grandchildren yet, but we eagerly await them. Additionally, in February of 2025, I will be climbing Machu Pichu in Peru.