

Broox Peterson

Senior Legal Advisor

Broox Peterson serves GVGroup as a Senior Legal Advisor, providing legal services and legal strategy consulting to companies, lawyers and consultants.

Broox was an attorney at Visa for more than 21 years, retiring in 2005 as Senior Vice President, Assistant General Counsel and Assistant Secretary. Prior to his tenure at Visa, Broox worked at American Express in New York City, and for law firms in Los Angeles.

He has in-depth knowledge of the payments industry structure and players, industry economics, payment and related regulations, and Visa rules and regulations. He brings broad governmental affairs experience to his work, having developed and managed Visa's Washington D.C. legislative and regulatory program in its formative years. He has expertise with technology and intellectual property transactions, and developed and managed the Visa U.S.A. patent program (but is not a patent lawyer). He has handled the legal formation of numerous domestic and international ventures with third parties, and has particular experience with Delaware LLC's.

Broox received his BS from the University of California at San Diego and his JD from UCLA Law School.

Jun 2006