



# Julie Pereyra

## Partner

[jpereyra@outsidegc.com](mailto:jpereyra@outsidegc.com)

Julie Pereyra brings more than 20 years of experience as in-house and external counsel to media and growth-stage companies, with particular depth in commercial contracting and video production, and a record of building legal functions from the ground up. She turns complex legal questions into clear business strategy, with a strong bias toward efficiency and repeatable processes that allow legal support to scale without becoming a bottleneck or outpaced cost center. She works to understand stakeholders' pain points and goals, knowing that even the most elegant legal solution can fail if it does not make sense to the people expected to execute it.

Julie's practice covers a broad range of matters, including:

- Drafting and negotiating commercial contracts (e.g., master services and consulting agreements, statements of work, vendor and supplier agreements), and aligning them so obligations and protections carry through consistently across the client's related agreements
- Negotiating AI vendor contracts and advising on AI governance frameworks

## EDUCATION

Aix-Marseille Université, LL.M. (European Business Law)  
Seattle University School of Law, J.D.  
Washington State University, B.A. (Political Science), cum laude

## PRACTICE AREAS

Commercial & Procurement Transactions  
Artificial Intelligence, Cybersecurity &  
Privacy or Sports, Entertainment & Media

## INDUSTRIES

Media, Sports & Entertainment  
Marketing & Advertising

## CREDENTIALS

Bar Admission:  
California  
Washington

Professional Memberships & Affiliations:  
AIGP  
CIPP/US

Julie's practice covers a broad range of matters, including: (Continued)

- Securing rights and clearances for broadcast commercials, documentaries, photography exhibitions and books, corporate videos, interactive installations, and main title sequences (e.g., *The White Lotus*, *The Lord of the Rings: The Rings of Power*).
- Structuring creative processes so that work is protectable and clients have the rights they require.
- Creating multi-state employment agreements and HR policies, counseling on day-to-day employment issues, and establishing cross-border hiring structures.
- Building legal departments and functions, including contract template libraries, negotiation playbooks, and business-team training.

Before returning to her own practice, Julie served as General Counsel of Run Studios, a creative staffing, events, and video-production company, where she sat on the executive team and built the legal function from the ground up. She negotiated contract packages and designed compliance programs for enterprise clients including Microsoft, Boeing, Amazon, Dell, and T-Mobile; implemented a CCPA- and GDPR-compliant privacy program; expanded direct employment from two to ten U.S. states and established independent contractor capability across six countries; secured the company's first U.S. federal trademark registration; and worked with IT to develop bespoke software automating onboarding, classification, and vendor vetting against ISO/IEC 27001:2022 controls.

Earlier in her career, Julie held two tenures at Digital Kitchen, the digital agency behind main title sequences for *Six Feet Under*, *Dexter*, and *True Blood*. As General Counsel, she built and led the legal department, handling intellectual property and rights, talent, location and product releases, and production agreements. She later returned as General Counsel / Human Resources Director, building HR alongside legal across the agency's Los Angeles, New York, Chicago, and Seattle offices and leading in-house support for a proposed merger.

Outside the office, Julie volunteers in her local community, handling pro bono legal work for victims of domestic violence. She also enjoys spending time with her family and friends, hiking, practicing yoga, gardening, traveling, wrestling with the Spanish subjunctive, and endlessly policing the myriad things their golden retriever Ollie tries to ingest.