

## Fisher Phillips Adds Workplace Privacy Partner In Denver

By Jon Steingart

*Law360 (June 23, 2020, 6:03 PM EDT)* -- Fisher Phillips bolstered its presence in the western U.S. with the addition of a privacy law expert who said he was drawn to the labor and employment firm in part by the racial diversity of its partners.

Edward Hopkins Jr., who joins the firm's data security and workplace privacy group, will advise companies on data privacy practices and, if necessary, represent them in business-to-business and consumer class actions, he told Law360 on Tuesday. He'll draw on experience he developed running his own small firm, HopkinsWay PLLC, where he represented plaintiffs in privacy and cybersecurity cases, he added.

He'll primarily be based in the Denver, Colorado, office and will also serve clients in the Phoenix, Arizona, office, a firm representative said.

Among Hopkins' strengths is that he has completed all seven certifications offered by the International Association of Privacy Professionals. "I figured, what better way to convince my clients, and anyone who might need convincing, that I was as serious as you could be about privacy law and that I really did enjoy it enough to want to master it?" he said.

"I did that because, one, I am very enthusiastic about privacy law, not just in the United States, but everywhere," Hopkins told Law360. "The other reason is that I found in my privacy practice that these laws were kind of overlapping and intermingling and that in order for me to do the best job I could for my clients, it was important for me to understand as many of the world's privacy laws as I could."

"I like to set lofty goals and knock them out," he said. "I wanted to make sure that I had the level of competence."

Hopkins attributes his dedication to excellence in part to his time at the Air Force Academy. "People who go to the Air Force Academy and places like that, we're not necessarily gluttons for punishment, but we are the types who like a challenge," he said. "We have a code at the academy. That code is something that has stuck with me through all my professional endeavors."

"That's a perfect place for you to find out what kind of a leader you're going to be, how hard of a worker



Edward Hopkins Jr.

you're going to be," he said. "The types of things that you learn there, if you take away what I took away, really can help you in your professional endeavors."

Fisher Phillips isn't the only firm that has tried to recruit Hopkins over the years. But one thing drew Hopkins to Fisher Phillips in particular: its commitment to diversity in its top ranks, he said. Fisher Phillips has a larger proportion of Black partners than other firms, he said.

"A firm that's committed to diversity has diversity in its leadership," he said. That's one way firms send signals and communicate their values, he said.

"I think that that is something that more major corporations are looking for firms that are walking that talk," Hopkins said. "The firms who are taking the lead on that front, I think they are going to attract more attention from the corporations who want to work with firms whose values match theirs."

--Editing by Stephen Berg.