



## *Zoila E. Mena Harpin*

PARTNER | [ZOILA.MENAHARPIN@AXIOMAAAC.COM](mailto:ZOILA.MENAHARPIN@AXIOMAAAC.COM)

Drawing from her years leading legal strategy in-house at major technology and manufacturing companies, Zoila provides practical solutions for PE- and VC-backed companies and other high-growth businesses that help them scale while navigating complex regulatory landscapes.

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Zoila E. Mena Harpin is a Partner at Axiom Advice & Counsel where she combines over a decade of diverse in-house and business experience to guide clients through complex regulatory and commercial challenges. As both strategic advisor and fractional general counsel, she focuses on technology law, product development, and international operations, providing comprehensive guidance across regulatory compliance, strategic partnerships, commercial contracts, marketing and advertising, global corporate management, M&A integrations, and privacy and AI-related matters. Her practice emphasizes building and optimizing legal solutions for companies at various growth stages, delivering tailored guidance that aligns with each organization's strategic objectives.

As Director of Legal for GoDaddy's U.S. Independents business unit and former Director of Legal for Global Marketing, Zoila developed extensive experience in product development, regulatory compliance, and strategic business partnerships. Drawing on her background at both technology companies and manufacturing enterprises, she brings an insider's perspective to her clients' legal and business challenges. Her experience spans from guiding product development and launches to managing complex international compliance matters and corporate governance. Throughout her career, Zoila has demonstrated the ability to build and implement scalable legal processes while supporting rapid business growth, particularly in highly regulated industries and international markets.

Her collaborative approach and experience working with cross-functional teams allow her to provide efficient, strategic counsel that aligns with clients' business objectives and operational needs. This comprehensive understanding of both legal and business considerations enables her to deliver practical solutions that drive value while effectively managing risk.

## Practice Areas

- General Counsel Services/Fractional General Counsel Services
- Commercial & Contract Law
- Corporate Law
- Intellectual Property
- Technology & Product Development
- Regulatory & Compliance
- Marketing & Advertising
- Artificial Intelligence
- Mergers & Acquisitions
- Data Privacy

## Admissions

- Arizona

## Certifications

- Executive Certificate of Global Management, Thunderbird School of Global Management
- Six Sigma Green Belt Certified
- Mini MBA for In-House Counsel, Association of Corporate Counsel, Boston University Executive Leadership Center

## Education

- Executive Program in Artificial Intelligence, MIT Sloan School of Management, 2023
- J.D., Sandra Day O'Connor College of Law, Arizona State University
- M.A., Political Science, University of Missouri – Columbia
- B.A., Political Science, Arizona State University

## Affiliations

- State Bar of Arizona
  - Current Chair-Elect, Business Law Section
  - Past Chairwoman, International Law Section

## Speaking Engagements

- Moderator, “Everyone is using AI – now what? Best practices for AI policy drafting,” Axiom Webinar (May 2024)
- Panelist, Ethical AI In-House: Upholding Professional Responsibility in a GenAI World,” Axiom Advice & Counsel Webinar (May 2024)
- Panelist, “Socially Substantiated: Examining New Developments in Claims Substantiation for Social Media Ads,” American Conference Institute, 3rd Annual Legal, Regulatory and Compliance Forum on Advertising Claims Substantiation (Jan 2020)

## Representative Experience

- Leads strategic legal and business counseling for clients on technology implementation, product development, and artificial intelligence matters, including:
  - Development of AI governance frameworks and compliance programs
  - Product go-to-market strategy and risk assessment
  - Technology partnership agreements and negotiations
  - Privacy compliance and data protection strategies
- Provides comprehensive marketing and advertising counsel, including:
  - Global marketing compliance
  - Claims substantiation and competitor disputes
  - Channel development and social media strategy
  - Brand protection and intellectual property matters
- Led international corporate governance and compliance programs, including:
  - Establishment of OFAC compliance programs
  - Management of global corporate entities
  - International market expansion strategies
  - Cross-border transaction support
- Developed and implemented scalable legal processes for high-growth companies, including:
  - Marketing review systems and databases
  - Product development and regulatory compliance frameworks
  - Contract templates and management programs
  - Cross-functional M&A integration planning