



PARTNER

Michele Shuster

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Michele is a founding partner of Mac Murray & Shuster, where she brings extensive experience working with clients of all sizes involved in highly regulated industries. She has established a solid record of representing clients in consumer protection matters before state attorneys general, the FTC, and FCC, in addition to conducting regulatory compliance audits and providing counsel on advertising and privacy issues.

Michele currently serves as General Counsel to the Professional Association for Customer Engagement (PACE) and oversees its Self-Regulatory Organization program. In this role, and with her significant depth of experience related to TCPA compliance, she was an integral part of PACE's successful challenge to the FCC's 2015 TCPA Declaratory Ruling. She has an exceptional foundation in U.S. privacy laws and regulations and is accredited as both a Certified Information Privacy Professional (CIPP/US) through the International Association of Privacy Professionals (IAPP) and Customer Engagement Compliance Professional (CECP) through PACE.

Previously, Michele served as Chief of the Ohio Attorney General's Consumer Protection Section, where she was instrumental in creating Ohio's Do Not Call laws. She is a past President of the Ohio Women's Bar Association, and has been recognized for her achievements as an "Ohio Rising Star" by Ohio Super Lawyers magazine and in Columbus Business First's "Forty Under 40" list.

Practice Areas

- Advertising & Marketing
- Attorney General & Multistate Investigations
- Association Representation
- Automotive
- Federal Regulatory Compliance
- Litigation
- Non-Profit & Charitable Organizations
- Privacy & Data Security
- Regulatory Compliance Audits & Programs
- State Registrations & Licensing
- Teleservices
- TCPA

Bar & Court Admissions

- Ohio
- U.S. Supreme Court
- U.S. District Court, Northern & Southern Districts of Ohio
- U.S. Court of Appeals for the Sixth Circuit
- U.S. Court of Appeals for the Seventh Circuit
- U.S. Court of Appeals for the Ninth Circuit
- U.S. Court of Appeals, District of Columbia Circuit
- U.S. District Court, Eastern District of Texas

Education

- Juris Doctorate, Golden Gate University School of Law, 1993
- Bachelor of Business Administration, University of Cincinnati, 1989

Michele is a highly sought-after national speaker on consumer regulatory issues, frequently addressing both state and federal government regulatory agencies and serving as keynote presenter to leading industry groups.

Representative Experience

- Represented many clients in matters before FTC and FCC, and in investigations by state attorneys general.
- Orchestrated successful appeal of 2015 FCC TCPA Declaratory Ruling on behalf of leading industry association client.
- Obtained dismissal of numerous TCPA class action cases with no payment to plaintiff.
- Designed and implemented marketing compliance programs for dozens of companies ranging from entrepreneurial startups to Fortune 100 companies.
- Extensive speaking experience on topics related to consumer protection defense, telemarketing, and call contact center regulation.
- Advises non-profit, debt collection, telemarketing and call center clients on proactively achieving compliance with state and federal regulations.

Honors & Awards

- Rated AV Preeminent by Martindale-Hubbell
- Ohio Super Lawyers® Rising Star
- Columbus Business First Forty Under 40
- Ohio Women's Bar Association President's Award
- PACE Chairman's Award for Distinguished Leadership and Service
- Attorney General of Ohio Professionalism Award

Professional Associations

- PACE, General Counsel
- PACE Certified Auditor
- Association of Credit and Collection Professionals (ACA) International
- International Association of Privacy Professionals
- Columbus Bar Association
- Ohio State Bar Association
- Ohio Women's Bar Association, Past President
- Village of New Albany, Rocky Fork Blacklick Accord Implementation Panel
- Consumer Product Safety Commission, Ohio Attorney General's Designee
- National White Collar Crime Center, Ohio Attorney General's Designee
- Ohio Center for Law Related Education, Youth for Justice, Board Member; Mock Trial Competition, Planning Committee, Past Member
- Delta Theta Phi Law Fraternity, Charter Member, Golden Gate Univ. School of Law

Charitable & Civic Involvement

- New Albany East Community Authority, Board Vice-Chair
- University of Akron, Taylor Institute of Direct Marketing Executive Advisory Board, Chair
- Junior Achievement of Central Ohio
- International Dyslexia Association, Central Ohio