

Gilly Segal

Gilly Segal grew up in Tampa, Florida. She graduated from the Hebrew University magna cum laude. After college, she attended Emory School of Law, where she attained a certificate in intellectual property law, business and technology in a joint program run by Emory and Georgia Tech, competed with Moot Court and ultimately graduated with honors.

Gilly began her career at Alston + Bird as an attorney in the intellectual property and technology transactions group. From there, she originated the position of in-house counsel at 22squared, inc., then one of the largest independently owned advertising agencies in the country. Over the course of the past decade with the agency, she has built out both the legal and compliance functions, overseen a corporate restructure expanding the agency into three entities with four brands providing the full range of agency services from consulting to media buying to broadcast production to content creation. In December of 2020, Gilly was named Chief Legal Officer of parent company Guided by Good, and now oversees legal and compliance work across the entire portfolio of companies.

In addition to her work as an attorney, Gilly is an author of novels for young adults, including her two novels co-authored with Kimberly Jones: *I'm Not Dying With You Tonight* and *Why We Fly*. Her novels deal with timely topics around racism, privilege and allyship and have been on the New York Times Bestseller list, been nominated for an NAACP Image Award, and received starred reviews.

Gilly lives in Decatur, Georgia with her three kids and her poorly-behaved Bernedoodle, and when she's not lawyering or reading or writing, she can probably be found watching a hockey game.