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## Shawn Tuma Presents on Importance of Personal Brand for eDiscovery Professionals

Spencer Fane attorney [Shawn Tuma](#) shared practical steps to build a personal brand at an Electronic Discovery Reference Model (EDRM) webinar on July 13.

During his presentation, [Practical Steps to Build a Knockout Personal Brand](#), Shawn shared insights into successful goal setting, networking, and other opportunities. He and his fellow panelists focused on advancing your career while staying true to yourself.

Shawn was joined on the panel by Doug Austin, Editor of *eDiscovery Today*; Cristin Traylor, Senior Production Strategy Manager at Relativity; and Kaylee Walstad, Chief Strategy Officer at EDRM.

At Spencer Fane, Shawn helps businesses protect their information and protect themselves from their information. He represents a wide range of clients, from small to midsize companies to Fortune 100 companies, across the United States and globally in dealing with cybersecurity, data privacy, data breach and incident response, regulatory compliance, computer fraud-related legal issues, and cyber-related litigation.