

Bradley T. French

Member and Chief Strategy
Officer

Grand Rapids

T 616-205-1869

F 616-205-4399

bfrench@bodmanlaw.com



Brad French assists corporate clients in all aspects of the domestic and international M&A process and also advises them on international trade compliance, corporate restructuring, and strategy.

He has broad experience managing M&A transactions through the entire lifecycle, from target identification through valuation, due diligence, document drafting, negotiation, closing, and post-merger integration. He has served as lead counsel on over 40 domestic and cross-border middle-market M&A transactions involving target companies with assets located throughout North America, Europe, the Middle East, Asia, and Australia.

Brad also has extensive experience advising global manufacturers on import and export compliance with U.S. Customs and Border Protection regulations including customs compliance, tariffs, economic sanctions, and compliance with free trade agreements. He has represented clients in connection with Department of Commerce trade

practices & industries

International Trade
Business

education

University of Detroit Mercy
School of Law, J.D., *cum
laude*

Michigan State University,
B.A.

admissions

Michigan

remedy investigations, helping them avoid millions of dollars in potential penalties. He chairs Bodman's International Trade Team.

He has unusual insight into the diverse legal and compliance challenges his corporate clients face having served as Vice President of Legal/Deputy General Counsel, Vice President of International Investment, and Vice President of International Operations for a publicly-traded Fortune 500 company with more than 200 facilities in nine countries. His extensive experience and accomplishments include:

- Serving as lead counsel on over 50 complex business transactions, with a particular focus on cross-border acquisitions and investments.
- Managing all international manufacturing operations of the company including direct P&L responsibility, strategic planning, budgeting, capital allocation, and team development.
- Advising on foreign trade compliance, including import and export compliance with US Customs and Border Protection regulations and U.S. Department of Commerce trade remedy investigations.
- Managing all core legal functions including complex litigation, labor and employment matters, contract review and negotiations, intellectual property matters, supplier and customer bankruptcies, and managing outside legal counsel relationships.
- Managing the company's legal and regulatory compliance program.
- Advising on corporate governance and organizational matters.

Brad is also Bodman's Chief Strategy Officer, a role in which he manages improvement and implementation of the Firm's strategic plan and works closely with the Executive Committee, Practice Group Leaders, and departmental

Directors and Managers on strategic and administrative matters.