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Industry Watch

Hanson Bridgett Scoops Up Dreyer's Counsel

By William-Arthur Haynes
Daily Journal Staff Writer

SAN FRANCISCO — After spending seven years in-house at two high-tech startups and one of the world's leading ice cream manufacturers, Vicki L. Randall, starts today as a partner at Hanson, Bridgett, Marcus, Vlahos & Rudy.

Most recently, Randall was an associate general counsel at Dreyer's Grand Ice Cream Inc.

"There's a mentality [at Hanson Bridgett] that you don't have to do things the same old traditional law-firm way to be a success," Randall said. "In fact, thinking creatively to solve clients' needs is encouraged."

Teresa V. Pahl, head of Hanson Bridgett's business section and chair of the firm's corporate governance practice group, said Randall's experience offers a significant level of credibility with in-house counsel.

Pahl acknowledged that Randall is joining the firm without a book of business but said Randall's industry contacts, legal skills and personality gave her confidence she'd quickly "develop a following of clients."

Winding up a three-month vacation that began when she departed Dreyer's in April, Randall said last week that she was spending her remaining free time preparing herself for "re-entry."

Randall said the thing she liked to do most was help companies grow. Now, as a private practitioner at the 125-attorney Hanson Bridgett, she plans to provide small and mid-sized companies the services of in-house general counsel without the company employee tag.

"My goal is to take my in-house experience and offer it up at an affordable rate," she said.

Randall's professional career is a combination of in-house and private practice. Immediately following law school, she spent three years at the firm known then as Pillsbury Madison & Sutro before a brief stint at Bianchi, Engel, Keegin & Talkington.

Randall went in-house in 1996 for two years at MCI Telecommunications Co. before joining Bronson, Bronson & McKinnon.

Before joining Dreyer's in 2000, Randall spent two years in-house at Extricity Inc., a business-to-business software provider, and one year at Mahi Networks Inc., a developer and marketer of switches and routers used in the telecommunications industry.

Randall has presided over several mergers and acquisitions, both as in-house counsel and in private practice. During her year-long stay at Bronson, Randall completed four deals, including Hertz Corp.'s



XIANG XING ZHOU/Daily Journal

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acquisition of Big 4 Rents.

At Extricity, she helped direct the company's \$168 million sale to Peregrine Systems Inc.

Randall presided over the 2003 Dreyer's-Nestlé merger, which was delayed a year due to a Federal Trade Commission antitrust challenge. Following the merger, she worked on several land-purchase transactions during the ice cream

giant's operational expansion and helped procure patents from Germany.

Dreyer's officials could not be reached for comment.

According to Randall, the \$1 billion, 6,000-employee Dreyer's didn't employ an in-house counsel until 2000. The company was formed in 1928 in Oakland and went public in 1982.