

Adriana Beach

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Overview

Collaborative and action-driven, Adriana brings extensive experience advising global companies on a variety of global privacy and security matters, including corporate transactions, technology transactions, product design, consumer protection, business operations and corporate governance. She serves as a trusted advisor to leadership and cross-functional teams, identifying risks and presenting business-forward and creative legal solutions.

Adriana has significant experience building and refining scalable compliance programs across various organizations, technologies, regulatory landscapes, and geographies. Additionally, she has experience negotiating deals such as private equity transactions, mergers, acquisitions, minority investments and financings. Adriana's practice spans across a diverse array of industries, including entertainment, sports, media, consumer products, hospitality, gaming, healthcare, life sciences, oil and gas, digital assets, technology and financial institutions.

Adriana regularly represents sports, media and entertainment companies in high-profile transactions involving sports properties, fan engagement platforms and athletic institutions. Her experience includes the acquisition and sale of sports academies, fitness and performance companies at the intersection of sports and lifestyle. Notably, she advised global sports and entertainment company Endeavor on multiple sports-related deals, including its acquisition of "path-to-college" business Reigning Champs, a portfolio company of the Raine Group focused on focused on youth sports events, majority stake in Barrett-Jackson, and the $1.25 billion sale of IMG Academy.

Adriana is well-versed and regularly advises companies in emerging technologies, including artificial intelligence, machine learning, NFTs, blockchain and biometric identifiers, to help clients navigate legal considerations for new and existing products and service offerings.

Prior to joining Benesch, Adriana was a Senior Associate at Latham & Watkins, LLP.

** Matters completed prior to joining Benesch.*

Counseling Matters

- Assist clients in building AI governance programs, including regulatory compliance, contract addenda, risk disclosures and governance for automated decision-making, with ongoing privacy and cybersecurity counseling to maintain compliance and reduce enforcement risk.
- Counsel companies on scalable privacy compliance programs that align data practices across operations and newly acquired businesses.
- Advise organizations on U.S. state and federal privacy laws, including FERPA, TCPA, HIPAA, NYDFS, CAN-SPAM, GLBA, CIPA and COPPA, while establishing governance for vendor management, consumer disclosures, employee onboarding, marketing and e-commerce practices, sensitive data handling, DPA negotiations, cybersecurity, breach response, policy drafting, training, regulator engagement and data subject rights.
- Represented a leading biotechnology company in legislative and regulatory engagement, educating policymakers and regulators on privacy practices and advocating for balanced data privacy legislation addressing emerging technologies and consumer health data.*

Representative Matters

- Represented Gridiron Capital in its acquisition of Centroid, a premier Oracle Cloud Infrastructure service provider.
- Advised TowerBrook Capital Partners in acquiring a majority stake in Rael, a leading women's wellness brand focused on holistic cycle care.
- Advised COEO Solutions, backed by private equity firm Riata Capital Partners, on its acquisition of NetWolves Network Services.
- Advised Alia Software Inc., an AI-powered pop-up and email/SMS list-growth platform for e-commerce merchants, such as Shopify, in its acquisition by Dotdigital Group plc (AIM: DOTD), a global provider of AI-driven customer experience and data platforms.
- Represented Astō Consumer Partners, a consumer-focused investment firm, in its $105 million strategic investment in Starface World, Inc.
- Represented MyFitnessPal, a portfolio company of Francisco Partners, in its acquisition of Cal AI, the founder-led AI-powered calorie counting app.
- Represented Bluestone Equity Partners on its strategic investment in Selkirk Sport, the leading pickleball equipment manufacturer.
- Represented Palmetto in its acquisition of The Cool Down, the world's leading clean lifestyle media platform, marking the first time a clean energy company has acquired a clean lifestyle platform and expanding Palmetto's reach in the home energy marketplace.

Credentials

EDUCATION

- University of California College of the Law – San Francisco, J.D.
  - Senior Articles Editor, *Communication & Entertainment Law Journal*
  - Robert Traynor California Appellate Moot Court Competition
- John Jay College of Criminal Justice, B.A. Humanities Justice Studies , *magna cum laude*

BAR & COURT ADMISSIONS

- California

News & Insights

- Benesch Advises TowerBrook Capital Partners on Its Investment in Rael
  August 24, 2026 | Press Releases
- Benesch Advises COEO Solutions on its Acquisition of NetWolves
  August 12, 2026 | Press Releases
- Benesch Advises Gridiron Capital on its Investment in Centroid
  July 20, 2026 | Press Releases
- Benesch Advises COEO Solutions on its Acquisition of S-NET Communications
  May 5, 2026 | Press Releases
- Benesch Represents Alia Software Inc. in Acquisition by Dotdigital Group plc
  March 17, 2026 | Press Releases
- Benesch Advises Astō Consumer Partners in Strategic Investment in Starface World, Inc.
  March 6, 2026 | Press Releases
- Benesch Advises MyFitnessPal on Acquisition of Cal AI, the Viral Calorie App
  March 5, 2026 | Press Releases
- Adriana Beach Quoted in Law360 on California's New Data Deletion Platform
  February 13, 2026 | Media Mentions
- Benesch Advises Riata Capital Group on Acquisition of COEO Solutions
  February 2, 2026 | Press Releases
- Benesch Advises Bluestone Equity Partners in Strategic Investment in Selkirk Sport
  January 30, 2026 | Press Releases

Speaking & Events

PAST EVENTS

- Where Privacy-by-Design Ends and Enforcement Begins: Rethinking Website Compliance in 2025 | Adriana Beach
  May 21, 2025 | Speaking Engagement