



Shushan Barsegyan

Principal

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For more than a decade, Shushan Barsegyan has helped business owners, entrepreneurs, and growth-minded companies structure, scale, and protect their organizations. Her practice centers on practical, strategic corporate counsel that supports companies through every stage of the business lifecycle, from formation and early growth to complex transactions and multi-entity operations.

Shushan brings a business-forward perspective shaped by her background in both corporate law and business ownership. She founded and managed a boutique corporate law practice for more than 10 years, during which she served as lead transactional counsel for companies ranging from startups to established enterprises with annual revenue exceeding \$40 million. Clients turn to her for clear guidance on mergers and acquisitions, ownership structuring, commercial contracts, and long-term organizational planning.

Her experience spans technology, hospitality, fashion, experiential entertainment, professional services, and consumer-facing industries. She regularly advises on deal strategy and negotiates transactions involving acquisitions, equity arrangements, joint ventures, reorganizations, and governance matters. Her work includes representing buyers and sellers in multimillion-dollar M&A deals, negotiating partner and member exits, designing equity programs, and creating structures that support scaling and investment.

Businesses also rely on Shushan as outside general counsel. She advises leadership teams on day-to-day operational matters, multi-entity structuring, contractual relationships, and risk management. Her work includes forming and advising special-purpose entities for large-scale projects, designing parent-subsidiary frameworks, guiding corporate expansions, and overseeing commercial agreements for national and global companies.

Before her legal career, Shushan founded and operated a direct-to-consumer fashion brand, giving her firsthand insight into the challenges of building, managing, and evolving a business. This experience informs her practical, solutions-oriented approach: she focuses on delivering clear, usable guidance that helps clients move forward with confidence and make decisions that support long-term growth.

Services

- Business Law and Transactions
- Mergers and Acquisitions
- Business Advisory and Outside General Counsel

Education

- University of San Diego School of Law (J.D.)
- University of Southern California Marshall School of Business (B.S.)

State Bar Admissions

- California

Professional Affiliations

- ProVisors, Member
- Armenian Women's Bar Association, Member

Recognitions

- Super Lawyers Rising Star, 2019- 2025