

Enjel Phoon

PARTNER

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What she does

- Commercial and Corporate Advisory
- Information Technology
- Marketing and Advertising
- Privacy

Big cases

- Advised on the establishment of various Virgin Group ventures, including Virgin Mobile (India), Virgin Healthcare (England) and not-for-profit projects for Virgin United (Africa and UK)
- Negotiated the procurement of helpdesk, network support and asset management services for Virgin Group companies in the UK and Australia
- Assisted clients with the resolution of complaints from consumers and regulators including the Advertising Standards Bureau and the Office of the Privacy Commissioner
- Advised clients on tendering, trade promotions, supply agreements, outsourcing agreements, sponsorship agreements, consultancy agreements and alliance agreements
- Conducted negotiation skills training courses in Australia and the UK

Other impressive things

- 7 years' in-house experience in Australia and the UK, including as General Counsel of Virgin Mobile Australia and Head of Legal for Australia, New Zealand and South East Asia at global consulting firm Booz & Company
- Bachelor of Arts, Bachelor of Laws (University of New South Wales)
- Member of Australian Corporate Lawyers Association

Claim to fame

Finalist in the inaugural Virgin Mobile air guitar competition under stage name "Sonic Rock"

Useless niche expertise

Negotiating the supply of IT services to islands owned by billionaires