

Former Public Company CLO Bryce Robinson Joins FBT Gibbons' Corporate Law Practice in Newport Beach

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FBT Gibbons continues to expand its Corporate Law practice in Southern California with the addition of Bryce O. Robinson as a partner in its Newport Beach office. Robinson, a former public-company chief legal officer with more than a decade of general counsel experience, will focus on Outside General Counsel Services and middle-market M&A and corporate finance transactions, adding senior corporate capabilities as the firm grows its transactional practice in California and nationally.

"Bryce is an especially strong fit for the continued growth of our Corporate Law practice in Southern California," said Barry Hines, chair of FBT Gibbons' Business Department. "He has spent years advising executives and boards through acquisitions, financings, governance matters, and the everyday legal issues that come with running a complex business. That breadth positions him to serve middle-market clients not just on a transaction, but as outside general counsel who understands the business and can bring in the right resources as needs change."

Robinson joins FBT Gibbons after 16 years at Advantage Solutions, most recently serving as chief legal officer and corporate secretary of the publicly traded international provider of outsourced sales and marketing solutions to consumer goods companies and retailers. During his tenure, he guided the company through more than 50 acquisitions representing more than $2 billion in acquired revenue, more than $3 billion in corporate financings, and its 2020 public-company transaction. He also advised senior leadership and the board on corporate governance, securities, compliance, commercial, and strategic matters.

"FBT Gibbons gives me the chance to return to private practice without leaving behind the breadth of the general counsel role,"

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Robinson said. “I can lead transactions, but also stay engaged with management on governance, financing, and the other strategic questions that shape a business over time. That’s the kind of long-term client relationship I want to build.”

Before Advantage Solutions, Robinson served as general counsel of a nationwide provider of medical imaging services, where his work included acquisitions, divestitures, joint ventures, financings, and SEC compliance.

FBT Gibbons’ Corporate Law practice group advises public and private companies, business owners, executives, and boards on matters spanning mergers and acquisitions, corporate finance, securities and governance, Outside General Counsel Services, and other strategic corporate needs. Its attorneys work with clients across the business life cycle, helping them execute transactions, manage risk, and address the legal issues that accompany growth and change.

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