

Ellen Yang

GENERAL COUNSEL

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AREAS OF FOCUS

[Commercial Technology and Outsourcing Transactions](#)

[Complex Commercial Litigation and Arbitration](#)

[Intellectual Property Litigation](#)

Ellen Yang brings 17 years of in-house legal experience across a range of industries—from Fortune 250 companies to high growth tech startups. As the firm’s first General Counsel, Ellen leverages her deep understanding of legal risk and corporate dynamics when providing practical and actionable legal advice to her clients.

Having managed litigation nationwide at these companies, Ellen understands effective and proactive case management, such as strong budget discipline, strategic and efficient legal spend, and regular client communication. She believes outside counsel should not only serve as zealous advocates for their clients but also as trusted and strategic business partners, who anticipate risk and provide sensible, forward-looking advice.

As Chief of Staff & Legal Counsel to Cruise, LLC, an autonomous driving vehicle company owned by General Motors, General Counsel at Penske Motor Group, LLC, an automotive retail holding company, Director of Contracts at Taco Bell Corp., a subsidiary of Yum! Brands, and Corporate and Field Operations Counsel at Public Storage, Inc., a self-service storage operator, Ellen has a breadth of knowledge across many legal sectors and industries. Her broad practice areas span litigation, employment, product counseling, and commercial and tech transactions. She has successfully managed and resolved employment claims (PAGA, wage and hour class actions, discrimination), ADA and consumer class actions, premises liability, and commercial disputes. On the transactional side, Ellen has worked on numerous technology and digital transactions and trademark licensing and co-sponsorship deals and provided day-to-day employment and HR counseling. In 2018, the Los Angeles Business Journal named Ellen on their “Women of Influence” list in recognition of her business aptitude.

Ellen is actively engaged with the in-house community and has been a board member of the Association of Corporate Counsel (“ACC”), Southern California chapter, which boasts a membership of over 1,700 in-house counsel, from

2017-2025. She currently serves as the Southern California Chapter President, where she recently hosted the 2025 Annual Gala and Pro Bono Charity Auction featuring Michelle Obama as keynote speaker.

Outside of work, Ellen volunteers with various organizations such as the Firefighter Expungement Project, the Innocence Project, the Los Angeles Food Bank, and at her children's school. A devoted dog lover, Ellen dreams of one day running her own dog rescue.

Experience

- Convinced Plaintiff's counsel to dismiss with prejudice and "walk away" from an employment reverse discrimination lawsuit because the company lawfully fired the Plaintiff and the Plaintiff's allegations of reverse discrimination were baseless.
- Resolved a disability discrimination claim for 2.5% of the original demand after showing Plaintiff's counsel that Plaintiff's claims were weak and his damages were limited due to subsequent company layoff.
- Negotiated \$57M IT outsourcing deal, achieving \$8M in savings while establishing above-market service level agreements (SLAs) and credits to ensure performance benchmarks were consistently met.
- Achieved \$17M in savings through \$85M end-to-end managed network service provider RFP, optimizing vendor solutions and cost structures.
- Negotiated a royalty-free structure involving the licensing of a major European candy trademark, resulting in \$2.4M cost avoidance to the client.

Credentials

Education

- NYU School of Law, J.D.
- University of California at Berkeley, B.A., Molecular and Cell Biology and Political Science

Prior Affiliations

- Cruise, LLC (2021-2024)
- Penske Motor Group, LLC (2017-2021)
- Taco Bell Corp. (2014-2017)
- Public Storage, Inc. (2008-2014)
- Strumwasser & Woocher, LLP (2005-2008)
- Quinn Emanuel Urquhart & Sullivan, LLP (2002-2005)

Admissions

- Admitted in California

Federal Courts

- U.S. District Court for the Northern District of California
- U.S. District Court for the Central District of California

Certifications

- Certified Information Privacy Professional (CIPP / US)
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Awards

- *Los Angeles Business Journal*, “Women of Influence” (2018)
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Professional Affiliations

- Association of Corporate Counsel, Southern California Chapter, Board Member (2017-2025)
 - Association of Corporate Counsel, Southern California Chapter, Treasurer (2021-2022)
 - Association of Corporate Counsel, Southern California Chapter, Vice President of Services (2022-2023)
 - Association of Corporate Counsel, Southern California Chapter, Vice President of Programs and President-Elect (2023-2024)
 - Association of Corporate Counsel, Southern California Chapter, President (2024-2025)
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Civic Involvement

- Read to a Child, Los Angeles Chapter, *Board Member* (2008-2014, 2017-2021)