

Helen McGowan

Senior Associate

London

Biography

Helen McGowan is a senior associate in the Corporate, Commercial, and Regulatory team and advises on a mixture of commercial transactional matters and related advisory and regulatory work.

Her commercial work covers a variety of general and strategic arrangements (including supply and distribution of goods and services, logistics, infrastructure funding, and procurement). Helen also advises on the commercial aspects of corporate matters including private M&A transactions and corporate joint ventures.

Helen has broad industry experience including media and broadcasting, telecommunications, FMCG, consulting, retail, manufacturing, and sport. Her key clients include ITV, Mars, Brown-Forman, Vodafone, and Sport England. Helen has spent one year on secondment at McKinsey & Company, Inc. during which she advised on the firm's engagement contracts and a range of in-house legal matters.

Representative experience

Advising ITV with respect to programme contracts (commissioning, production and distribution) in connection with ITV's purchase of a television production company.



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Practices

Commercial

Complex Contracting

Consumer Law

Corporate

Joint Ventures

Food Law

Industries

Consumer

TMT

Real Estate

Advising Kodak Alaris on intra-group commercial agreements in the context of a newly acquired multi-national business, specifically, their distribution and supply arrangements.

Supporting and advising a Vodafone with respect to the establishment of a new strategic technology programme.

Acting for Mars with respect to various manufacturing, supply, distribution, and international logistics contracts.

Undertaking due diligence of commercial contracts for a range of corporate and commercial transactions.

Advising a leading multinational FMCG company on their implementation of new intra-group supply and distribution structure.

Latest thinking and events

- Published Works
 - Getting The Deal Through Automotive 2019 - United Kingdom
- Hogan Lovells Publications
 - Top academic weighs in on artificial intelligence regulation
- Hogan Lovells Publications
 - Cross-sector code of conduct for AI – a solution with substance?
- Blog Post
 - Cross-sector code of conduct for AI – a solution with substance?
- Hogan Lovells Publications
 - Global media, technology, and communications quarterly - Spring 2018

Areas of focus

Agency and Distribution
Logistics
Manufacturing
Outsourcing
Product Compliance
Procurement
Technology Contracts
Broadband, Internet, and E-commerce
Consumer Protection and Privacy
Regular Contracts and Business Issues
Retail and Consumer Goods
Food and Beverages
Getting the Deal Through: Automotive 2019

Education and admissions

Education

L.P.C., BPP University Law School, 2010
Graduate Diploma in Law, BPP University Law School, 2009
M.Sc., London School of Economics, 2008
B.A. (Hons), University of Oxford, 2001
