

Sally Gu

Associate

Washington, D.C.

Biography

Sally Gu advises clients on Food and Drug Administration (FDA) advertising and promotion issues, compliance with current good manufacturing practices (cGMP), life cycle management, and product development issues.

She routinely advises pharmaceutical companies on pre-launch and post-marketing advertising and promotion issues and has served on multiple promotional review committees. She also assists pharmaceutical clients with responses to FDA enforcement actions and related government investigations, and advises on FDA regulatory issues arising in corporate transactional matters and filings with the Securities and Exchange Commission (SEC).

While at University of Michigan Law School, Sally was a Notes Editor for the Michigan Law Review, and the President of the Michigan Health Law Organization.

In addition to assisting clients in the life sciences and health care industry, Sally is also active in the firm's Pro Bono practice.

Representative experience

Counsel numerous pharmaceutical companies on pre-launch and post-marketing activities, including experience on promotional review committees.

Phone

+1 202 637 6856

Fax

+1 202 637 5910

Email

sally.gu@hoganlovells.com

Languages

English

Practices

Pharmaceuticals and Biotechnology
Regulatory

Industries

Life Sciences and Health Care

Areas of focus

Pharmaceuticals and Biotechnology
Advertising and Promotion
Compliance

Conduct internal audits for pharmaceutical companies of promotional materials, promotional review processes and investigator initiated study programs.

Assist multiple pharmaceutical companies in responding to FDA enforcement letters, Form FDA 483 inspectional observations, and related government investigations.

Latest thinking and events

- Announcements
 - Hogan Lovells assists EyePoint Pharmaceuticals on transformative follow-on public offering of common stock
- News
 - DEA proposes revised rules for identifying and reporting suspicious orders of controlled substances
- News
 - DEA issues interim final rule implementing 2018 Farm Bill

Controlled Substances and DEA
Regulatory Exclusivities, Hatch-
Waxman, and Similar Statutes
Cell, Tissue, and Gene Therapies

Education and admissions

Education

J.D., University of Michigan Law School, cum laude, 2018

B.A., The University of Chicago, general honors, 2014

Bar admissions and qualifications

District of Columbia
California
