



## Brookes Degen

Associate

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Litigation associate Brookes Degen is a member of Farella Braun + Martel's Technology Industry Group.

Brookes brings analytics and technology experience from his prior career. At an enterprise analytics software company, he analyzed the incremental effectiveness of capital expenditure and marketing for retailers, restaurants, and pharmaceutical companies by designing test vs. control experiments and analyzing results. He also integrated transaction level, multi-terabyte client data feeds into the company's cloud based analytics software. At a digital political firm, Brookes designed experiments to analyze the fundraising and outreach effectiveness of multichannel digital marketing for senate, governor, and house campaigns as well as national nonprofits. He also helped design and implement digital ad reporting features into the company's political CRM software.

During law school, Brookes was part of the Samuelson Law, Technology & Public Policy Clinic and was a research assistant for Professors Pamela Samuelson and Amnon Reichman.

## Publications

February 22, 2021

**Pandemic Restriction Challenges Face Uphill Battle in California**

*Law360*

## Outside the Office

In his free time, Brookes enjoys camping, squash, baseball, soccer, 19th century fiction, and building computers.

## Services

- Business Litigation
- Data Center
- Technology

## Education

- University of California, Berkeley, School of Law (J.D., 2019)
  - . Article Editing Team, Berkeley Technology Law Journal
- University of Pennsylvania, College of Arts and Sciences (B.A., 2012)
  - . magna cum laude

## Bar Admissions

- California