



Next Gen



This week's Q&A with

Siobhan Moore

***Siobhan Moore** is a Partner and Global Head of Locke Lord's Cards and Payments Practice based in the London office. She advises businesses that provide some sort of payment service to customers, facilitate the provision of a payment service to customers or wish to engage a partner to provide a payment service to them or their customers. The payment services could involve money remittance, acquiring, mobile payments, issuing e-money, prepaid cards, providing payment accounts (not credit or deposit accounts) or issuing gift cards. These businesses range from tech companies, banks, retailers, mobile phone companies or gift card operators.*



More About Siobhan

What has helped you to become successful in your field?

Getting to know the businesses I advise and the industries in which they operate is key. There are many lawyers who can identify the applicable regulations or provide an agreement for a deal, but applying them to the particular situation can make the difference as to whether a product or business venture is successful or not. For many years, I've been involved in trade associations/commercial network associations getting to know the players in the industry, business models and the issues they face from time to time. I sit on the Board of two trade associations: the UK Gift Card & Voucher Association and the Prepaid International Forum. Through these associations, I can use my knowledge and experience to help raise the profile of the industry and help members address issues that are common to them. It's also great to give something back to the industry from which I've benefitted.

How did you know that you wanted to practice law? // What inspired you to become a lawyer?

Law wasn't my first career, but I've always been attracted to it because you can apply it to any field and you have the privilege of learning about great new business ideas. For a curious (well, nosy) kind of person, practising as a lawyer seemed like the perfect job!

What drives or motivates you on your hardest days/during your most difficult matters?

I work with great clients who are passionate about what they do. Many have founded their business and have invested so much of their time and money into making it a success. Remembering this is pretty humbling and helps motivate me on the hardest of days.

What do you do to relax and reset after a long week?

After a long week at work, I love nothing more than to spend time with my husband and three young children. They are the best antidote to the stress of a busy week and help put life back into perspective. The kids are still young enough to enjoy wanting to hang out with us, so as long as this lasts, we'll be out sailing, skiing, walking or doing some other adventure with them (and the dogs).

Tell us your favorite book, movie or TV show and why you like it.

Those in London will be familiar with the TV series *Fleabag*. It's a dark comedy that makes me laugh out loud with shock and/or hilarity. It's a must-see!

What would be your fantasy career if you weren't a lawyer?

I always wanted to be a horse jockey — I loved riding and thought that would be the best job ever. Then I grew up (literally)...so I had to think of something else.



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