



# TIFFANI MCCOY

Partner

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Tiffani McCoy joined Outside GC in 2021 after long serving as a senior executive and General Counsel to start-ups and global, cutting-edge technology companies. She brings over 20 years of experience navigating complex and rapidly changing business and legal environments.

Prior to joining Outside GC, Tiffani ran her own legal practice, representing a range of early and mid-stage technology companies. Before that, Tiffani was General Counsel for HBUS (operator of Huobi.com), a venture-backed blockchain services provider. Her in-house career also includes serving as senior in-house attorney at Intuit, Google and Yahoo!. Tiffani's work addressed a wide variety of issues including:

- Blockchain/Cryptocurrency
- FinTech and money movement
- Product development
- Regulatory compliance
- Government affairs
- Data privacy and protection
- Consumer protection
- Marketing
- Legal strategy

Throughout her professional experiences, she's made it her mission to study and understand conscious leadership, while being a great lawyer and partner, who speaks tech and legal in everyday language. She's a creative strategist, coach, and loyal ally.

## EDUCATION

USC Gould School of Law, J.D.  
University of Oklahoma, M.A.  
Ithaca College, B.S.

## SECTORS AND SERVICES

[Regulatory Compliance & Training](#)

[Data Privacy & Cybersecurity](#)  
[Technology Transactions](#)

[Software, SaaS & Hardware](#)

[Banking & Financial Services](#)

[E-Commerce & Digital Advertising](#)

## CREDENTIALS

### Bar Admissions

California

### Professional Membership & Affiliations

IAPP

A graduate of USC Gould School of Law, the University of Oklahoma (MA in Organizational and Small Group Communication), and Ithaca College (BS, Television and Radio), Tiffani lives in the San Francisco Bay Area where she enjoys exploring amazing food and the beauty of California's natural landscapes.