



VICTORIA L. MORAN

Partner, Milwaukee

Email: victoria.moran@mwhlawgroup.com

Direct: (414) 509-7499

 **LinkedIn**

PRACTICE GROUPS:

Business, Finance & Real Estate
Technology

EDUCATION & TRAINING

Des Moines University College of
Osteopathic Medicine, M.H.A

Drake University Law School, J.D.,
with honors

Cardinal Stritch University, B.A.,
Psychology, magna cum laude

ADMISSIONS

Admitted to practice in all state and
federal courts in Wisconsin

License Date: 5/14/2013

AWARDS & ACCOLADES

2027 Edition of *The Best Lawyers in
America®* for Corporate Law and Real
Estate Law

Drake Law Review, former Editor in Chief

PROFESSIONAL MEMBERSHIPS

State Bar of Wisconsin
Association for Women Lawyers
Milwaukee Bar Association
National Association of Bond Lawyers

SPEAKING ENGAGEMENTS

Panelist, Wisconsin Wireless Association
Annual Conference, *Small Cells: The Next
Wireless Frontier*. (May 2014).

Co-presenter, *The Legal Climate of Small
Cell Deployment and Pole Attachments*,
Verizon Wireless (Feb. 2014).

***“Contract negotiation is rarely linear and I know my
clients appreciate the innovative solutions I propose.”***

Victoria’s personable and responsive approach puts her clients at ease, while her commitment and determination ensure that client goals and expectations are exceeded.

Victoria prides herself on being responsive and investing the time needed to develop genuine partnerships with her clients and anticipate their business needs. She attributes the depth of her experience to the range of clients she serves, including those in construction, manufacturing, retail, banking, technology, health care, and telecommunications.

Contract negotiation is rarely a linear process and Victoria understands the significance of providing innovative solutions. Working alongside her clients, she strives to effectively manage risks while remaining focused on each client’s goals. She regularly negotiates master service agreements, licensing agreements, supplier and vendor agreements, procurement contracts, equipment leases, EV charging station agreements, SaaS agreements, sponsorship agreements, non-disclosure agreements, and terms and conditions.

Victoria’s real estate practice includes commercial, retail, and residential leasing, specifically drafting and negotiating lease agreements on behalf of landlords and tenants for multiple types of businesses, including retail shopping, office space, telecommunications tower sites, restaurants, parking lots, and medical clinics. In addition, she manages and supports her clients through the acquisition and sale of commercial properties, zoning issues, due diligence, and drafting and negotiating letters of intent, lease terminations, renewals, lease amendments, assignments, SNDAs, estoppels, reciprocal easement agreements, and CC&Rs.

Victoria also advises property owners, developers, general contractors, and construction managers through the construction process, including contract drafting and negotiating for the construction of industrial, retail, apartment, and office properties across the country. Finally, Victoria advises telecommunications companies on tower lease negotiations, collocation agreements, joint use agreements, zoning, and regulatory compliance.

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Outside the office, you will find Victoria running and training for her first 50-mile race, with the hopes of completing a 100-mile race in the future. She often can be found cheering loudly during her kids' sporting events and Ohio State football games or at home, hopelessly trying to keep her houseplants alive.

THOUGHT LEADERSHIP

CFPB Releases FAQs Sheet for TILA-RESPA Integrated Disclosure Rule,

August 2, 2019 – Wolters Kluwer Banking & Finance Law Daily

ICBA Proposes Areas of Study for Small Business Data Collection,

April 24, 2019 – Wolters Kluwer Banking & Finance Law Daily

Congressional Research Service: Updates, Proposals on Money

Laundering and Virtual Currency, April 4, 2019 – Wolters Kluwer Banking & Finance Law Daily