

Profile: Valeska Bloch

Partner, Allens

CAMLA Young Lawyers representative, Tom Griffin, recently caught up with Valeska Bloch to discuss her role as a partner at Allens and her views on the key issues facing her clients.



TOM GRIFFIN: What is your role / practice?

VALESKA BLOCH: I'm a Corporate (Technology, Media and Telecommunications) partner at Allens. My practice focuses on all aspects of the technology, media and telecommunications sectors, as well as technology-led innovation across all practice groups. I specialise in major technology and telecommunications projects throughout their lifecycle and in data governance, privacy and cyber security. I also co-lead our Allens Accelerate practice where we work with high-growth companies and advise startups, corporate innovators and investors.

GRIFFIN: What has inspired you on your journey to Allens?

BLOCH: When I started law school I had imagined I'd be a criminal lawyer. I spent some time at Redfern Legal Centre and did an internship at the DPP, both of which were fascinating. But when it came to choosing electives I found myself drawn to media, communications and IT law subjects. And then my summer clerkship and time spent paralegaling at Allens gave me a taste of commercial law at a critical time when the laws governing the media and technology industries – and the industries themselves – were undergoing a major transformation. I was hooked on the messiness of it all, especially the way that the law is always playing catch up to technological developments, and the fact that this has a very real impact on our lives.

GRIFFIN: What are some major legal and regulatory issues that you're seeing?

BLOCH: Businesses now see data as a significant corporate asset and they are investing heavily in data to leverage it for business growth. And while that data is helping us make decisions, automate processes and enable predictive analytics, it also raises important broader legal, ethical and social issues. Businesses, government and regulators are all grappling with the fundamental issue of how to maximise the value of data without causing harm or alienating consumers and clients by seeming 'creepy'.

GRIFFIN: Do you have any tips for young lawyers?

BLOCH: Be curious. Think about what fascinates you, however niche it may be, and find space in the development of your general legal skills to make yourself the expert on it. It's the best way to overcome any gap in experience and it'll keep you going through the daily grind.

GRIFFIN: Who has inspired you?

BLOCH: My mentor Ian McGill, who has successfully transformed his own practice time and again to meet changing client needs and who does everything with humility, wisdom, grace and a wonderful sense of humour. My trailblazing mum who has always worked flexibly and on her own terms, well before there were programs to support that. And my dad whose passion for what he does is totally infectious.



Tom Griffin is a Senior Associate at Allens, and a member of the CAMLA Young Lawyers Committee.