



## Susy Mendoza

Susy Mendoza is Vice President and Deputy General Counsel at lululemon with more than 20 years of experience in retail and technology, and deep expertise in building and leading global compliance, privacy, regulatory, and legal operations functions at scale. She is a trusted advisor to C-suite leaders, known for translating complex legal and regulatory risk into pragmatic, business-enabling strategy. Since joining lululemon in 2018 as the ninth member of the legal department, Susy has played a central role in scaling the company's legal and compliance capabilities during a period of rapid global growth.

In parallel, she established the company's first legal operations function, implementing contract lifecycle management, centralized intake, strategic planning processes, and data-driven reporting to improve visibility, governance, and performance across a legal organization that scaled to more than 90 professionals globally. She has led privacy and technology compliance for digital, retail, and e-commerce platforms worldwide and served as the single point of accountability during high-stakes cybersecurity incidents. Susy currently oversees global compliance, privacy, regulatory affairs, technology and AI, and legal operations for the Fortune 500 apparel company.

Prior to lululemon, Susy held senior leadership roles at REI, where she built and led a strategic sourcing and vendor management function responsible for more than \$110M in global procurement spend, and at Tune, an AdTech company, where she advised on enterprise commercial transactions, data privacy, and regulatory compliance. She began her in-house legal career at Nordstrom, advancing through multiple counsel roles and advising senior leadership across contracts, privacy, compliance, corporate responsibility, marketing, tax, and intellectual property.