GOLDBERGSEGALLA



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PRACTICES

Retail and Hospitality
Civil Litigation and Trial
Product Liability
Construction Litigation and Counsel
Municipal and Government Law
Transportation

INDUSTRIES

Retail and Hospitality
Construction
Transportation

Rowena P. Lizin

PARTNER

EXPERIENCE

Rowena P. Lizin is an accomplished trial attorney who concentrates her practice on complex civil litigation matters, focusing on the retail, construction, transportation, and manufacturing industries. She regularly handles a wide range of premises liability, product liability, general liability, toxic tort and employment matters. Rowena's general liability practice includes defense of serious personal injury matters, including wrongful death, quadriplegia, paraplegia, and traumatic brain injury.

Throughout the course of her career, Rowena has represented a wide range of clients in all aspects of litigation including mediation, arbitration, trial and appeal. She has successfully defended a long list of Fortune 100 companies in complex trials in numerous state and federal courts as both first and second chair, having tried several to verdict, and knows how to navigate the courts to minimize costs and reduce exposure for those she represents.

Her transportation specific experience involves representing private fleet operators, car manufacturers, and trucking companies with respect to general automobile claims, as well as claims arising from manufacture and design defects for automobiles. She has defended and advised technology companies in the ridesharing and crowdsourcing industries, representing them in cases involving automobile accidents and catastrophic injuries and has served on national coordinating counsel teams for auto manufacturers and ride-share companies.

Rowena's extensive legal background includes representing contractors and subcontractors in complex matters often involving multimillion-dollar claims related to construction site incidents, catastrophic injuries, wrongful death, breach of contract, wrongful termination and discrimination. Rowena has also represented employers in the defense and appeal of Cal-OSHA citations.

She is regularly engaged by retailers, hotels, grocery stores, resorts, restaurants, department stores, colleges and universities, commercial and residential property owners in premises liability cases. Rowena has also represented numerous concert venues, clubs and musical groups in cases involving security measures at concerts and events.

Rowena devotes her free time to volunteer activities aimed at promoting the successful development of young women of diverse backgrounds.

BACKGROUND

ADMISSIONS

- California
- U.S. District Courts for the Eastern and Northern Districts of California

EDUCATION

- Santa Clara University School of Law, J.D., 2005
  - Moot Court Board, Problem Committee
  - *The Advocate*, Staff Writer

GOLDBERGSEGALLA

Rowena P. Lizin

PARTNER

- Barry University, B.S., *summa cum laude*, 2000

PROFESSIONAL AFFILIATIONS

- Defense Research Institute
- San Francisco Bar Association
- Queen's Bench Bar Association

COMMUNITY INVOLVEMENT

- Girls, Inc.

PUBLICATIONS & PRESENTATIONS

PRESENTATIONS

- "Effective Contract Management During COVID-19," (Co-presenter), Hotel and Event Planning, February 2021