



**Joy Baker Peacock**  
**Managing Director of the Privacy**  
**Law Initiative and Interim**  
**Managing Director of the High Tech**  
**Law Institute, Santa Clara Law**

Joy rejoined Santa Clara Law in 2020 in her current roles, after directing the High Tech Law Institute in 2011 to 2015, where she helped to develop and implement Santa Clara Law's first-of-its-kind [privacy law certificate program](#), as well as other innovative legal programs such as the Entrepreneur's Law Clinic.

Joy brings a wealth of experience in law, legal education, and the innovation economy. She practiced law in-house for Wells Fargo Bank as a litigator and product counsel, and at Trucker Huss APC where she specialized in advising corporate clients in tax and ERISA. Peacock also served as the first Outreach Officer for the Silicon Valley United States Patent and Trademark Office. Most recently, Peacock served as BNY Mellon's Silicon Valley Innovation Center Director of Engagement and Interim Head, developing the company's corporate innovation strategic plan and scouting for new technologies and partnerships in Silicon Valley.

Peacock earned her JD and LLM in taxation from Golden Gate University School of Law, and her BA from the University of California, Irvine. She is a member of the State Bar of California, the IAPP, and is involved in the leadership of the CLA Privacy Law Section. She was named a Silicon Valley Woman of Influence by the San Jose Business Journal in 2018, is co-founder and Leadership Council member of Girls @ The Tech at The Tech Interactive, and former President of the Junior League of Palo Alto Mid Peninsula.

