



# Tech Sector

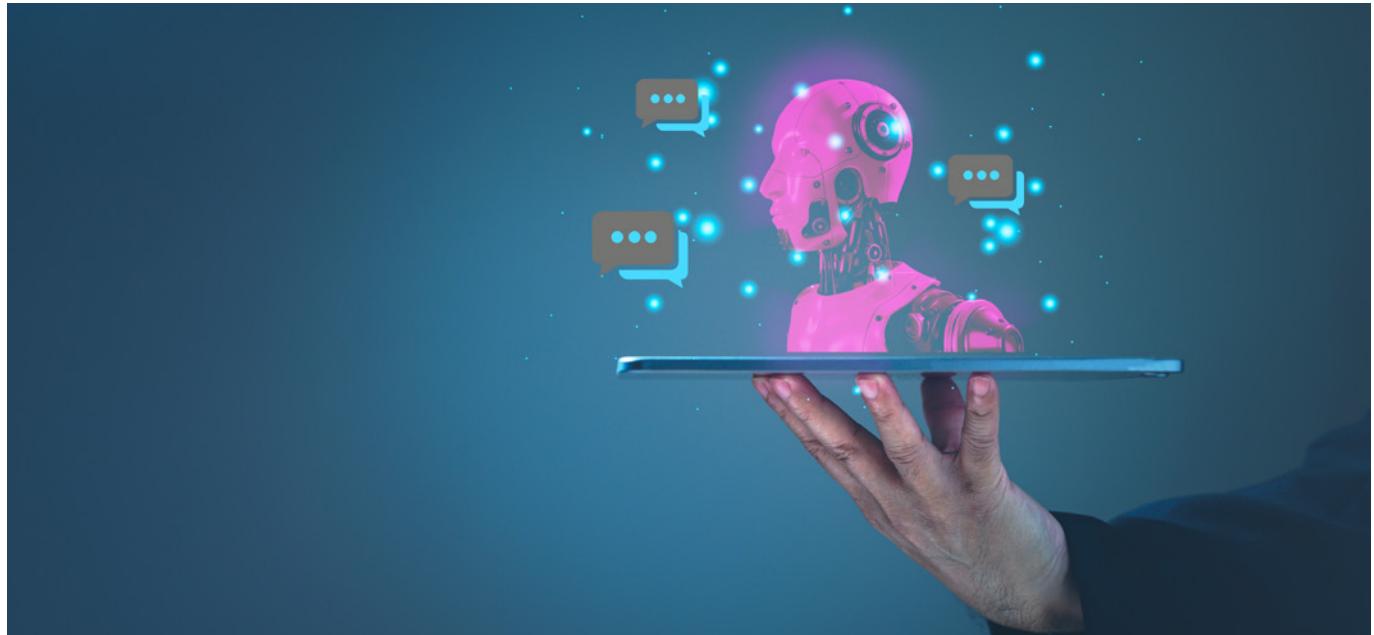
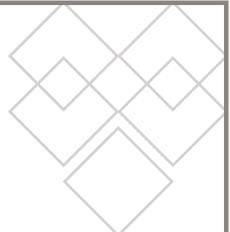
## 2026



PROFILED:

**ASHLEY WILLIAMS**

Mishcon De Reya



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It's business. But it's personal.

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Tech Sector



## ASHLEY WILLIAMS

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### PERSONAL BIOGRAPHY

**Ashley Williams** is a partner and the head of the technology group at Mishcon, specialising in cross-border technology transactions and data protection for multinational and high-growth tech companies. With significant international experience, he advises on large-scale artificial intelligence (AI) deployments, cloud transformations and global data governance. He leads multijurisdictional teams on complex deals, including international partnerships and product launches. As Mishcon's AI practice lead, he focuses on bringing new AI products to market. He regularly guides US, European and Asia-Pacific clients on UK and EU compliance, including GDPR and AI governance, making him a trusted adviser for global technology leaders.

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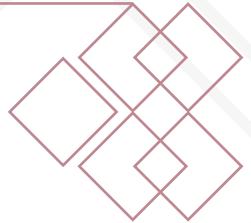


## ASHLEY WILLIAMS

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### Q&A WITH ASHLEY WILLIAMS



#### **What qualities and values do you believe are essential for building strong, trusting relationships with clients?**

◆ Empathy goes a long way to building strong relationships with clients and understanding it is not a 'one size fits all' approach. Putting yourself in the client's shoes helps to shape advice in a way that reflects what is important to them. I challenge my team every day to never sit on the fence and understand the client's risk appetite so we can mirror this in the way we work with them and provide commercial and pragmatic advice. I have a very informal relationship with most of my clients, with an 'ask me anything' mentality. I want them to feel confident that it will be enjoyable and as pain-free as possible working with us. I know I have reached trusted adviser status when I get a phone call which starts with: "This is not a legal question at all, but I wanted to get your view on..."

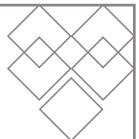
#### **How do you stay ahead in your field? Are there any emerging trends or innovations you are particularly excited about in your area of expertise?**

◆ I am surrounded by a strong team of technology lawyers and data scientists who love what they do, and their interest in the technology field goes way beyond the law. This passion and curiosity results in a great hive mind to draw from, coupled with a willingness to share knowledge. We adopt the same mentality when we engage with clients, intermediaries and the government to help create a helicopter view which we can share back. We are well-known for the work we do in the emerging tech space and have the fortunate role of often being involved in think tanks across the full innovation economy. This could not be truer when it comes to AI, where we support hundreds of AI companies reshaping how we do things. We are excited not only to be part of this movement, but to shape how we should regulate and adapt for this emerging tech.



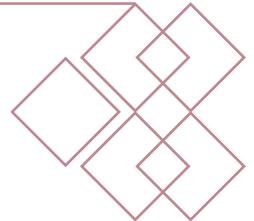
## ASHLEY WILLIAMS

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**Could you discuss a particularly rewarding project or case you have worked on? What made it stand out for you?**

◆ As a junior lawyer working at an American law firm, I was fortunate enough to work with Wayfindr, a not-for-profit organisation using beacon technology to guide vision impaired people through urban environments, allowing them to travel with independence and spontaneity. I supported the organisation on the successful setup of the new venture and its live trial in London's Euston underground station. It was deals like this that resulted in me now spending the majority of my time supporting technology companies roll out new emerging technology solutions to help shape a better world. ■



**"EMPATHY GOES A LONG WAY TO BUILDING STRONG  
RELATIONSHIPS WITH CLIENTS AND UNDERSTANDING IT IS NOT A  
'ONE SIZE FITS ALL' APPROACH."**



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## REPRESENTATIVE ENGAGEMENTS

- ◆ Advising Wayve on its strategic partnership with Uber to accelerate the future of automated driving by deploying Wayve-powered self-driving vehicles on the Uber network.
- ◆ Advising a non-profit engineering organisation on the launch of an AI member's programme to develop foundational IP to supercharge the UK and European AI market.
- ◆ Advising a high-growth tech company on the launch of spec-driven code development to reimagine how software code is developed through natural language.
- ◆ Advising Perceptual Robotics on the roll out of drone solutions for intelligent inspection of wind turbine assets.
- ◆ Advising Seabird Technologies in respect of its design and manufacturing arrangements for the world's first high performance all-electric foil racing boat as the exclusive manufacturer to E1.
- ◆ Advising an AI robotics company in respect of live trial use cases for robots and drone deliveries.
- ◆ Advising an AI solutions provider on the launch and roll out of its carbon intelligence platform across three key jurisdictions.

