



About William Van Brunt



William Van Brunt is CEO and founder of JFA LLC and the creator of the JustForumAccess (JFA) system of online arbitration, a focused, streamlined and altogether new paradigm in commercial dispute resolution.

JFA is designed to eliminate disproportionate costs to try a case, which can typically be equal to or greater than the actual amount at issue, as a barrier to obtaining a just and timely resolution of typical commercial disputes. JFA reduces the costs and time of dispute resolution by more than 75 percent, through streamlined procedures to fairly and cost-effectively resolve disputes with claims between \$20,000 and \$500,000, the range in which legal costs are often disproportionately high.

As a corporate and business lawyer for *Fortune 500*-sized companies with more than 40 years of global experience, Van Brunt is experienced in all aspects of business and corporate law. He has negotiated major U.S. and foreign merger and acquisition and joint-venture agreements, as well as IP licenses, and tried, directed or managed major lawsuits and arbitration proceedings. Before going in-house Van Brunt was in private practice focused on litigation, including patent and antitrust litigation and providing business law advice.

Van Brunt spent 14 years as EVP, General Counsel and Secretary, as well as a member of the executive committee for Carlson Companies, one of the world's largest travel, hospitality and business loyalty companies. Prior to joining Carlson, Van Brunt served as an officer and division general counsel for General Mills, senior in-house counsel for Hershey Foods and in private practice, as a trial and business lawyer.

Van Brunt has a strong technical background to complement his legal expertise. Prior to his legal career, he had four years of experience as an aerospace engineer for McDonnell Douglas and Avco missile systems, where he designed hypersonic missile systems for the United States Air Force, United States Navy and the National Aeronautics and Space Administration.

Van Brunt holds a Master of Laws (LL.M.) from the Harvard School of Law, a Juris Doctor (J.D.) from Boston University School of Law, a Master's Degree (M.S.) in aeronautics and astronautics from the Massachusetts Institute of Technology and a Bachelor's of Science Degree (B.S.) in Aeronautical Engineering from Pennsylvania State University.

He is a Qualified Neutral Arbitrator and Mediator under Rule 114 of Minnesota General Rules of Practice for Minnesota for Civil Facilitative/Hybrid Processes, and a member of the Bar and in good standing in Massachusetts, Minnesota and Pennsylvania.

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