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Tax Maven

The Contemporary Tax Journal’s Interview with Eileen Marshall
- Rani Vaishnavi Kothapalli, MST Student

Eileen Marshall is a partner in the tax practice at Wilson Sonsini Goodrich & Rosati. She graduated Juris Doctor (J.D.) from Yale Law School in 1996 and Bachelor of Arts (B.A.) from University of Pennsylvania in 1989 with the Summa Cum Laude (highest distinction). Eileen practices all aspects of domestic and cross-border mergers, acquisitions, divestitures, restructurings, tax-free reorganizations, taxable and tax-free spin-offs, incorporations, and partnership formations from Washington, D.C., and Palo Alto offices.

Eileen was selected to be included in the 2012, 2013, 2014 and 2015 editions of Washington D.C. Super Lawyers. She speaks regularly on panels for the District of Columbia Bar Taxation Section and the American Bar Association Taxation Section. She also spoke at the Practicing Law Institute, New York University Annual Institute on Federal Taxation, and Tax Executives Institute.


She is a Committee Officer, Corporate Tax Committee, American Bar Association Taxation Section; Former Chair, Financial Transactions Committee, American Bar Association Taxation Section; Former Chair, Financial Products Committee, District of Columbia Bar Association Tax Section; Member, District of Columbia Bar Taxation Section; Member, American Bar Association Taxation Section.
1. **How did you get involved in the tax field? Was that your plan when you started law school?**

I began my legal career as a corporate lawyer, but I became interested in tax early on in the late 1990s when I had a very small role as a second or third year associate at WSGR working on the Disney InfoSeek combination. It was a fascinating deal in many respects, but to me the most interesting aspects of it were tax-related. After that deal, when I imagined the future of my career, I did not see myself continuing to practice as a corporate lawyer, even though most people would have thought the corporate negotiations were the best part! Tax professionals in that respect are a distinctly self-selecting group; you don’t wind up as a tax lawyer by accident. I immediately took the initiative to switch my practice to tax, which first required me to break the news to the corporate lawyers for whom I worked, and next to convince the head of the tax department that it was a good idea to hire me. Luckily, everyone at WSGR was very supportive of my career aspirations and professional development, and I was allowed to make the move a few months later, just after I returned to work after my first maternity leave.

It was not my aim when I started law school to become a tax lawyer. I went to Yale, which at the time did not have quite the broad array of tax courses that it has today, although I took individual income tax with Michael Graetz, who is of course a luminary in the field and gave me an abiding appreciation for tax policy. When I entered law school, I thought I wanted to be a divorce lawyer!

2. **What stands out as one or two of your most significant accomplishments in your career?**

To be perfectly frank, I think that all of my best accomplishments are ahead of me! That said, I have worked on many merger transactions between technology companies that mattered, both to the parties involved and to the marketplace; too many to name and the most interesting and impactful of which might not have been the ones reported in the Wall Street Journal. I have also been involved in structuring many financial instruments issued by technology companies, and wrote an article on one of these trades that practitioners have found useful. I have had a hand in helping my clients achieve their business goals, and that is very satisfying. To date, the professional accomplishment that I am most proud of relate to the relationships I have formed and the network that I have built over the last 20 years. I have been active in tax sections of the American Bar Association, the DC bar and some private tax clubs. Most importantly, I have been closely involved in the management and operations of WSGR, as a leader of the tax group and member at various times of the compensation committee, board nominating committee and board of directors. The opportunity to have a voice in shaping the strategic direction of my firm has been one of the things that has kept me engaged and oriented toward the future.

3. **How do you keep up to date with the changes in tax law and the ever-changing technology of the Silicon Valley tech companies?**

The most important thing that I do in order to stay abreast of current developments is to read a lot! I try to make it my practice to read the relevant tax publications and news first thing in the morning, and failing that, last thing before I leave the office every day. I try not to worry about
whether the publications are directly relevant to my own practice, because you really never
know how some new developments or the commentary of a smart tax practitioner might be
useful. It’s a little bit like basic science, in that it is not necessarily pursued with a particular aim
of producing something, there is good in simply exposing yourself to as much information as
possible; just read, think and see what you find.

4. What do you think is one key area of our federal or state tax system that could/should be
improved and why?

An invaluable improvement to tax administration would be to establish and adequately fund the
processes necessary to more regularly provide published guidance to taxpayers. The dearth of
widely applicable guidance, such as revenue rulings and final regulations, has hindered the
efficient delivery of tax advice by practitioners, and has caused taxpayers to incur undue costs
and delays in executing business-motivated transactions. The government’s relatively consistent
private letter ruling practice has provided some useful insight into its positions on a wide variety
of issues, but private letter rulings cannot be relied on by other taxpayers.

5. What do you think is the biggest challenge facing tax professionals today?

In my experience, the biggest challenge for tax professional is the fact that technologies have
made it almost impossible to disconnect from work, which is both a blessing and a curse. The
pace of change in the legal landscape and deal environment is extremely fast, so it is important
to stay in step. Technology makes it possible to do so even if you are not in the office. On the
other hand, some of my best thinking has been done while walking in the Marin headlands or on
Bethany Beach or even on the sidelines at a kid’s soccer game. Work/life balance is a constant
challenge that is important to take seriously as a goal.

6. What advice do you have for students preparing for a career in tax?

In terms of advice for the next generation, I have a sign in my office that says, “Work hard and
be nice,” which really are words to live by. Although legal work is by nature adversarial, the
lawyers on both sides by necessity must work together to get the deal done, so maintaining an
open professional demeanor is key. I would add: Stay curious and keep yourself in learning
mode all the time. Some of my most interesting learning experiences have come at unexpected
moments, in particular where I had fallen into a sense of complacency about my expertise in a
particular area of the law. Often a person with less experience and more fresh thinking has
something to say about a particular issue, so stay humble and keep an open mind, but in any
case, work hard and be nice.

7. If you could have dinner with anyone, who would it be?

Far and away my top choice for dinner would be Jane Austen, whose novels have transported
me to a bucolic, but somehow intellectually rich and satisfying, place and time. Escapist fantasy,
doubtless, but in so many ways perfection!
8. What is the most unusual item in your office or something in it that has special meaning to you?

I have a framed poster in my office from The Facebook Analog Research Laboratory that says, “WHAT WOULD YOU DO IF YOU WEREN’T AFRAID?” in orange capital letters. I originally got the poster from a client when I admired it in his office, tacked on his bulletin board. He immediately took it down, rolled it up, and handed it to me. A few weeks later, a close colleague and friend was struggling with a decision about whether to accept a new professional opportunity as general counsel of a public company. He was really agonizing over the decision of whether to leave the firm. I gave him the poster, and he took the job. A little while later, the client called and asked to meet with me urgently in the lobby of our building; I hurried downstairs and, unexpectedly, he presented me with another copy of the same poster, having learned that I had passed the first one along in the spirit of paying it forward. It has been a mainstay in my office ever since.