



# Martha A. Ziskind

## Counsel

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Martha Ziskind is a member of the Firm's Corporate & Securities Team. She concentrates her practice in the areas of regulatory, banking and corporate and contract matters.

### Location

500 West Jefferson Street  
Suite 2800  
Louisville, KY 40202

### Honors

Highest Professional AV Rating  
by *Martindale-Hubbell Law  
Directory*

Fellow, American Bar Foundation,  
2019

Bingham Fellow, 1997

Leadership Louisville, 1987-88

### Education

1975 - J.D., University of  
Louisville; Articles Editor, *The  
Journal of Family Law*

1972 - Ph.D. (Legal History),  
University of Chicago

1966 - M.A. (History), University  
of Chicago

1965 - A.B., Barnard College

### Admissions

Kentucky

### Professional Experience

Martha Ziskind had a twenty-nine year career at PNC Bank and its predecessor Kentucky bank, Citizens Fidelity, where she served as Chief Market Counsel and Corporate Secretary. Ms. Ziskind dealt with a variety of regulatory, corporate and contract matters, bank product and operations issues and matters relating to customer and employee privacy.

### Presentations

- Kentucky Chamber's Cyber Security and Data Protection Seminar, (Feb. 2017) "FTC Regulation, Websites and the Internet of Things"
- Frequent speaker at the University of Kentucky's annual Legal Issues for Financial Institutions Counsel program.
- Kentucky Chamber's Cyber Security and Data Protection Seminar, (Dec. 2015) "Federal Trade Commission Takes Driver's Seat in Setting Data Privacy and Security Standards (or Not)"
- University of Kentucky's Annual Conference on Legal Issues for Financial Institutions, (Sep. 2008) "Privacy Issues in the Banking Industry"
- KBA, (April 2008) 18<sup>th</sup> Annual Issues for Corporate House Counsel CLE Seminar, "Privacy Issues for In-House Counsel"
- ABA, (June 2007) National Conference for the Minority Lawyer, "Consumer Authentication"
- ABA, (March 2007) Business Law Spring Meeting, subcommittee on Electronic Financial Services, "Authenticating Electronic Transactions"
- Louisville Bar Association's Continuing Legal Education Series, (June 2006) "The Developing Law of Privacy and Information Security"

### Professional Activities and Memberships

- American Bar Association
  - Co-Chair, Financial Services Committee of the ABA Section on Administrative Law, 2018
- Kentucky Bar Association
- Louisville Bar Association