



AJ&CO

Suman
Soni

Special Counsel
Corporate Advisory



The best legal advice comes from lawyers who know what it's like to be in their clients' shoes. My experience as head of legal for a national QSR business has taught me to view legal challenges through a business lens, enabling me to craft solutions that not only address risks but also drive commercial outcomes. I joined AJ & Co Lawyers because of their strong focus on client partnerships, strategic thinking, and delivering results that achieve commercial objectives.

Suman is an experienced corporate and commercial lawyer with a practical understanding of business operations, developed through a career spanning both in-house and private practice roles.

Introduction

As the head of legal and company secretary for a national QSR brand, Suman gained invaluable insight into the operational, strategic, and regulatory challenges faced by businesses, allowing her to seamlessly bridge the gap between legal frameworks and commercial imperatives.

Her ability to navigate complex transactions and address intricate legal challenges stems from her unique blend of practical in-house experience and technical legal knowledge. This background equips her with a clear understanding of the pressures and demands businesses face, enabling her to craft bespoke solutions that align with her clients' strategic objectives.

The complexities of corporate and commercial law require more than technical expertise. Suman combines strategic vision, commercial acumen, and a genuine commitment to understanding her clients' industries and business goals. Her advice is tailored, pragmatic, and designed to address immediate challenges while fostering long-term success.

Known for her approachable style, clarity, and results-driven focus, Suman cultivates strong relationships with her clients, founded on trust. She takes the time to fully understand each client's operations, objectives, and pain points, delivering legal strategies that solve problems while supporting broader business success.

Expertise

- Franchising
- Merger and acquisitions
- Corporate advisory
- Conducting due diligence
- General business and commercial
- Corporate governance and compliance
- Competition and consumer
- Trade promotion and marketing
- Leasing
- Procurement
- Information technology, including privacy and data security

Experience

Recent transactions of note include:

- advising on all aspects of franchising law, including drafting franchise documentation and ensuring compliance with the Franchising Code of Conduct for multiple national QSR businesses and hotel clients. This encompassed assisting clients with their annual compliance requirements and advising on new grants, renewals, transfers, resales terminations, end of term arrangements and breaches;
- advising on the sale and acquisition of a multi-million dollar hospitality business, managing all stages of the transaction including due diligence, negotiation, execution, and completion. Providing practical guidance on corporate restructures, mergers and acquisitions;
- negotiating complex leasing and procurement contracts, including high-value IT-related agreements, ensuring commercially favourable outcomes;
- providing comprehensive advice on corporate governance, compliance with regulatory frameworks and competitive practices for a large privately owned QSR business. Developing and implementing governance frameworks, compliance policies and processes to mitigate legal risks and enhance operational excellence;
- drafting and advising on partnership, shareholder and unitholder agreements;
- negotiating and advising on service-level agreements, disaster recovery service agreements and software development and licensing agreements;
- advising clients on intellectual property matters from infancy around the development of intellectual property (including trademark applications within Australia and internationally) to providing ongoing advice related to protection and infringement matters;
- implementing competition law compliance programs for retail businesses and providing ongoing advice on competition and consumer law issues; and
- delivering strategic corporate advice, covering intellectual property, governance, compliance and broader operational matters, ensuring alignment with business objectives.

Qualifications

- Practicing law since 2016
- Bachelor of Business Administration, Macquarie University
- Bachelor of Laws with Honours, Macquarie University
- Graduate Diploma of Legal Practice

Memberships

- Queensland Law Society



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