



Ariel M. Risinger

*Corporate Counsel,
Amazon.com (Amazon Autos)*

Ariel is a business lawyer supporting the Amazon Autos shopping category on Amazon.com. (Yes, you can now browse, finance and order a car on Amazon from a local dealership.) She brings her auto industry, e-commerce and deep in-house tech transactions experience to provide advice and counsel across a variety of areas, like auto tech, data, privacy, marketing and advertising, IP licensing, insurance and warranties. Ariel focuses her time on building relationships with her internal and external business partners by asking questions, actively listening and understanding desired business goals. A self-proclaimed contracts nerd, Ariel loves the art of translating a business relationship into a legal document aka the contract. Prior to joining Amazon, Ariel spent a number of years as the lead commercial transactions lawyer for an e-commerce used vehicle dealer.

Before unintentionally becoming a “car lawyer” (who, ironically, had never owned a car until very recently), Ariel started her lawyer life as in-house counsel at two large multi-national insurance companies.

Ariel clerked at the Court of Justice of the European Union in Luxembourg for Judge Borg Barthet (ret.) of Malta. Ariel is a graduate of Smith College’03 and Seton Hall University School of Law’15. She is admitted in New York and New Jersey.