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## Founder: Biographical Sketch

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Gary Doernhoefer graduated from Grinnell College and holds a J.D. from the University of Chicago Law School. Starting out as a litigation associate for Mayer, Brown, Gary soon moved to in-house practice for American Airlines focusing on major case litigation, antitrust and eventually government affairs.

In 2000, Gary became the initial General Counsel for the travel website Orbitz. After the Orbitz public offering and subsequent sale in late 2004, Gary co-founded and served as General Counsel for Accertify, Inc., a credit card fraud prevention solution for internet merchants. Accertify was acquired by American Express in 2010, after which Gary served three years as General Counsel for IATA, the global trade association for the airline industry. Gary then served as Vice President and General Counsel for travel industry startup Journera, Inc. until shifting his focus to developing ADR Notable.

The catalyst for ADR Notable was collaborative work with faculty at the **Moritz College of Law at the Ohio State University**, studying the potential benefits of greater use of alternative dispute resolution by the airline industry. While observing mock mediations, Gary was struck by the benefits to be gained by having notes in a digital format rather than spread out over several pages on a legal pad. This feature became the core of ADR Notable, a cloud-based platform with tools to help mediators at every stage of the dispute resolution process.