



SHAWNDA MARIE MARTIN

Associate

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BIOGRAPHY

Shawnda Martin advises financial institutions, fintechs, and other participants in the banking and payments ecosystem on product structuring, payments regulation, and compliance with federal and state banking laws. She regularly counsels clients on interactions with key regulators such as the SEC, FinCEN, the Federal Reserve, and the CFPB. Drawing on her cross-sector experience, Shawnda delivers business-focused guidance on regulatory strategy, risk mitigation, and product development.

She brings a unique blend of regulatory insight and transactional experience to her work, helping clients navigate complex legal and compliance issues related to emerging payment technologies, Banking-as-a-Service (BaaS) models, and both consumer and commercial financial products.

Shawnda's background includes senior legal and policy roles across the private sector, government affairs, and regulatory bodies. Prior to joining the firm, she served as Director of Regulatory Policy & Associate General Counsel at TIAA, advising on developments in securities, banking, asset management, and affordable housing. She also held key positions at FINRA and the Financial Services Institute, where she helped shape state and federal policy affecting broker-dealers, investment advisers, and financial services firms.

ADMISSIONS

- Georgia, 2025
- District of Columbia, 2019
- North Carolina, 2015

EDUCATION

- North Carolina Central University, J.D., 2015
- University of North Carolina, B.A., 2010

RELATED CAPABILITIES

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