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Related Services

Auto Negligence / PIP
Business and Commercial
Commercial Motor Vehicle
Litigation & Counseling
Discovery / Employee Depositions
Insurance Litigation

Education

Wayne State University Law
School, J.D., *cum laude*, 2016
Michigan State University, B.A.,
Social Relations and Policy, 2012

Court Admissions

United States Court of Appeals for
the Sixth Circuit
United States District Court for the
Eastern District of Michigan
Michigan State Courts



Lena M. Gonzalez

Senior Associate / Professional Development & Diversity Director

Lena M. Gonzalez litigates complex commercial and insurance coverage cases in federal and state courts for clients ranging from global manufacturing companies to private individuals. Lena routinely handles disputes involving commercial contracts, including complex breach of contract and breach of warranty, and tort defense. In her insurance coverage practice, Lena represents national insurers in life and auto-insurance no-fault matters.

Representative Matters

Business and Commercial Litigation

- Lead counsel for national manufacturer for breach of contract, breach of warranty, and specific performance.
- Lead counsel for global original equipment manufacturers against suppliers in warranty and indemnity disputes.
- Co-counsel for national medical services provider in multimillion-dollar professional services dispute involving claims of defamation, tortious interference with a contract, injurious falsehood, and breach of contract.

Insurance Litigation

- Lead counsel for national insurance company in defense of false representations claims.
- Obtained dismissal of insurance coverage and tort liability dispute on behalf of global automotive original equipment manufacturer.
- Lead counsel for leading life insurance company in interpleader case.
- Counsel for national do-it-yourself moving and vehicle-rental company in defense of claims for insurance coverage.

Other Notable Matters

- Lead associate defending global automaker in federal multi-district litigation pertaining to alleged gearshift product defect.
- Assisted in drafting successful motion for summary judgment defending an employment discrimination case resulting in dismissal of all claims against client employer.
- Represented global automobile manufacturer as national discovery counsel team for products liability actions.
- Secured dismissal of product liability action at pleading stage on behalf of a global automotive manufacturer.

Professional Memberships & Activities

Hispanic Bar Association of Michigan, *Board of Directors, Treasurer*
Center for Automotive Diversity, Inclusion & Advancement, *Member*
Detroit Bar Association, Young Lawyers' Section, Barristers, *Board Member*
Federal Bar Association for the Eastern District of Michigan, *Sustaining Member*
NAMWOLF, Emerging Leaders Committee and Product Liability PAC, *Member*
(2018-2022)
Women Lawyers Association of Michigan, *Member*
Oakland County Bar Association, *Member*

Honors & Awards

Inclusion in The Best Lawyers in America® Ones to Watch: Commercial Litigation (2025)
American College of Trial Lawyers, *Medal for Excellence in Advocacy*
Chambers USA, *Diversity & Inclusion: Future Leader Shortlist* (2023)
Detroit Bar Association, Barristers, *Community Impact Award*
Detroit Bar Association, Young Lawyers' Section, Barristers, *Barrister of the Year*

Lena M. Gonzalez

Senior Associate / Professional Development & Diversity Director (cont.)

Honors & Awards cont.

Michigan Lawyers Weekly, *Up & Coming Lawyer* (Class of 2022)

Michigan Super Lawyers, *Rising Star* (2020 – present)

Texas Young Lawyer's Association, *Regional Champion*

Wayne State University Law School, *Silver Key Certificate*

Wayne State University Law School *Dean's Scholar Program, 100 Percent Tuition Scholarship*

Presentations

- “DEI and B: The Business Case for Belonging,” Michigan Lawyers Weekly Webinar, *Panelist* (2023)
- “Small Firms, Big Impact: Empowering Small Firms’ DE&I Efforts,” Michigan Lawyers Weekly Webinar, *Panelist* (2022)
- “Mentorship: How We Can Succeed While Uplifting the Next Generation of Attorneys,” Association of Corporate Counsel – Michigan, *Moderator* (2022)
- “How to Land a Summer Associate Position,” JD Advising Scholars Program, *Panelist* (2022)
- “2021 Virtual Future Latino Leaders Summer Law Institute,” Hispanic National Bar Foundation Summer Law Institute, *Panelist* (2021)
- “Cutting Edge Techniques for Demonstrating Occupant Kinematics” (2020)

Professional Development & Diversity, Equity & Inclusion

In addition to practicing law, Lena is BSP’s Professional Development & Diversity Director. In this role, Lena focuses on the recruitment and development of all legal staff. She also guides BSP’s diversity, equity, and inclusion (DE&I) initiatives within the firm.

With respect to professional development, Lena manages associate workload capacity and allocates assignments to associates and legal professionals with an eye toward encouraging professional growth and development in addition to meeting present and future client needs. Lena organizes and facilitates dynamic training programs to mentor attorneys throughout their careers on substantive legal skills and business development. She also curates personalized marketing and professional development plans for every attorney and works with each to support their practice.

Lena drives associate recruitment through established relationships with law schools across the country in a continuous effort to develop and expand BSP’s summer associate program. She also works closely with firm management and the hiring committee at BSP to support and assess BSP’s hiring needs.

Lena provides strategic direction to develop BSP’s goals and initiatives to foster diversity and inclusion at BSP and in the larger legal community. She works to grow, retain, and advance the number of women and diverse attorneys and professional staff at the firm. Lena oversees the Joel Stern Scholarship Fund, which provides financial support to students from diverse backgrounds who contribute to the diversity of their law school student body. For the past two years, Lena has served in a leadership role on BSP’s DE&I Committee. She has organized several DE&I events for the firm, specifically BSP’s Speed Networking event, which gave diverse law students the opportunity to network with in-house counsel, judges, representatives from bar associations, and other legal professionals with diverse experience and backgrounds from across the country. Lena has worked extensively to create a partnership between BSP and Project Clean Slate, a *pro bono* initiative with the City of Detroit. Lena regularly participates and speaks on panels and sessions focused on DE&I.

Lena M. Gonzalez

Senior Associate / Professional Development & Diversity Director (cont.)

Prior Experience

Prior to joining Bush Seyferth PLLC, Lena worked as an Associate at Clark Hill PLC, where she was a part of the Immigration and Litigation Practice Groups. Lena also served as an intern at HealthCall and, within the United States District Court for the Eastern District of Michigan, interned for Chief Judge Gerald E. Rosen and the Honorable Judge Julian Abele Cook, Jr. Lena was previously a law clerk at Gonzalez, Kadro & Mitchell PLLC.

Lena received her J.D., *cum laude*, from Wayne State University Law School. She was Dean's Scholar and received several other honors during her exceptional academic career.

As a member of Wayne Law's Mock Trial team and the National Mock Trial team, she won the Texas Young Lawyers Association's (TYLA) regional competition and competed as a finalist at the national competition in Texas.

She also served as a member of the Transactional Law team, where she placed first in contract drafting and negotiations at the in-house competition at Wayne Law and first in drafting at the regional competition at Northwestern University Pritzker School of Law.

During her time at Wayne Law, Lena also co-founded a program to organize a forum for high school students to discuss legal and social issues with local politicians and businessmen.

Lena received her B.A. in Social Relations and Policy with a minor in Spanish Language from Michigan State University's James Madison College. There she was a member of the Executive Board, Vice President, for Alpha Kappa Psi, a professional business fraternity, and was a selected presenter for the Women and Gender undergraduate showcase.