

## **Nikki Reeves, JD**

Nikki Reeves is an FDA and healthcare regulatory compliance lawyer with more than 20 years of experience. Nikki co-chairs the firm's Life Sciences and Healthcare Industry group, which is comprised of more than 450 lawyers across 23 practice areas in the firm. Nikki routinely advises on FDA advertising and promotion rules for drugs, devices, OTC products and cosmetics, including on social media, new product launches, DTC, physician and payor communications, broadcast ads, reprints, and investor communications. Nikki conducts risk assessments and internal investigations into promotional noncompliance and advises company executives and board members as well as represents her clients before federal agencies. Nikki was named a 2020 Law360 Compliance MVP and is ranked nationally by Chambers USA and LMG Life Sciences.