

Wicker Discusses Career, FinTech Innovations with *Attorney at Law Magazine*

In the News

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Attorney at Law Magazine published an article featuring Stinson Partner [Heidi Wicker](#) that highlights her legal career and details the legal trends affecting the FinTech and financial payments industry.

Wicker, who co-chairs Stinson's FinTech, Payments and Financial Products practice group, shares why banking and financial payments are intriguing areas of her practice, what drew her to become an attorney, and some of the best lessons learned throughout her career.

"I have the privilege of focusing on really cool, cutting-edge products and services that our bank and non-bank technology-oriented clients are developing," Wicker said. "The law lives and adapts as society and technology changes. The challenge is figuring out how today's laws may or may not apply to tomorrow's products and services."

Wicker speaks to what she's learned as an attorney since the start of her career, saying, "Don't form preconceived notions of what the client's goals might be or what the outcome may be. Don't get ahead of yourself — ask questions to ensure you understand the issues, truly listen to the client's responses, and only then design the strategy." She continues, "Anyone can tell the client what the law is — your value is whether you can advise them on options and risks for achieving their goals."

Wicker focuses her practice on banking, payments law, FinTech and financial regulatory matters, and has represented clients in each segment of the industry for nearly two decades. Her immense depth of industry knowledge provides invaluable insight to companies concerning legal issues related to developing new products and services, regulatory licensing and compliance matters and structuring agreements with financial institutions, third parties, or FinTech companies.

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