von Briesen
von Briesen & Roper, s.c. | Attorneys at Law



Erica A. Storm

Attorney

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Erica Storm is a Shareholder in the Compensation and Benefits/ERISA and Labor and Employment Sections. She works with public and private employers of all sizes in a variety of industries.

She has a wide range of experience in employee benefits consulting including compliance, plan design and administration and risk management.

Her employment law practice focuses on compliance with state and federal laws and regulations, including discrimination, workplace standards, medical leave requirements, wage and hour regulations, employee handbooks and policies and recruitment and retention issues.

She is a frequent presenter on a wide range of employee benefits and employment law topics and is listed in *The Best Lawyers in America*® in Employee Benefits (ERISA) Law (2025-2027) and Employment Law - Management (2026-2027).

Prior to joining von Briesen, Erica was a Senior Director at Zywave where she focused on the integration of HR and compliance products, implemented new technology solutions including AI, and oversaw legal content surrounding employment and employee benefits law.

In her spare time, Erica is an avid equestrian and also enjoys reading, travel and Wisconsin sports.

Areas of Practice

- Labor and Employment
- Compensation and Benefits/ERISA
- Franchise Law

Education

- University of Wisconsin, J.D., *cum laude*, 2002
- St. Norbert College, B.A., *cum laude*, 1999

Bar Admissions

- Wisconsin

Presentations and Publications

- “Employee Leave and Accommodations: Practical Guidance for HR Leaders,” Fox Valley SHRM, April 2026
- “Employment Updates,” Fond du Lac SHRM, September 2025
- “Empowering Managers for Success: Navigating the Evolving Demands of Leadership,” MRA 2025 HR Conference – The People Puzzle, June 2025
- “Major Agency Decisions for HR Professionals,” Fox Valley SHRM, March 2025
- “2025 MRA Employment Law Update: Wisconsin State Legislative Update,” MRA Employment Law Update, February 2025
- “Property and People: Legal Strategies for Small Business Growth,” WEDC Marketplace Conference, December 2024
- “Avoiding FMLA Retaliation Claims: Case Studies for Employers,” 37th Annual WI SHRM State Conference, October 2024
- “Marijuana and the Workplace: Compliance Concerns for Multi-State Employers,” MRA Employment Law Update, February 2024

Professional and Civic Associations

- State Bar of Wisconsin
- Milwaukee Bar Association
- National Association of Women Lawyers (NAWL)
- Association for Women Lawyers (AWL)
- Metro Milwaukee SHRM
- Wisconsin Retirement Plan Professionals Ltd.

Honors and Accomplishments

- *The Best Lawyers in America*®, Employee Benefits (ERISA) Law (2025-2027), Employment Law - Management (2026-2027)