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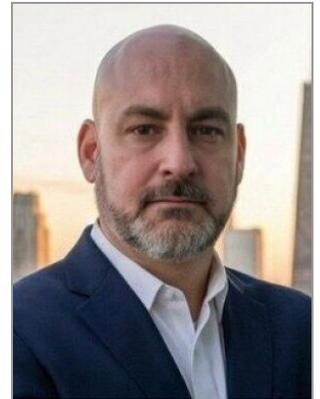
Ex-Auto Finance GC Joins Troutman Amin In Texas Expansion

By **Christine DeRosa**

Law360 (February 18, 2026, 4:22 PM EST) -- California-based Troutman Amin LLP is readying for an expansion into the Lone Star State with the addition of the former general counsel at automotive financier Arivo Acceptance.

William Fife III has joined the firm in Texas, where Troutman Amin said in a Tuesday statement it was now committed to opening an office in Dallas.

In a Wednesday statement, Fife told Law360 Pulse that he's excited to join the firm because it's a top, specialized law firm known for its aggressive advocacy and deep expertise in regulatory compliance, litigation, and now, data privacy.



William Fife III

"While headquartered in California, the firm's plan to expand nationally, while remaining a dominant force in privacy, finance and technology law was a significant attraction for me," Fife said in an email. "Joining the firm provides me with the resources and clients to practice in the areas of the law that I enjoy the most, regulatory compliance and data privacy. Plus, where else do you get to join legal royalty?!? My clients deserve to win, and that is the mission at Troutman Amin LLP."

Troutman Amin said that while it's known for its experience with the Telephone Consumer Protection Act and data privacy, the firm has set its eyes on more full-service offerings with Fife's addition.

According to Troutman Amin partner Brittany Andres, Fife is experienced in federal and state regulatory compliance, dealmaking and transactions, and has subject matter expertise in regulations like the Equal Credit Opportunity Act, the Truth in Lending Act, and those dealing with unfair, deceptive or abusive acts and practices.

Firm founder Puja J. Amin said in the statement that Fife is Troutman Amin's biggest addition yet.

"Fife is our most experienced attorney and our most well-rounded. He brings legitimate merger and acquisition experience to the firm — dealmaking and transactional expertise we just didn't have before," Amin said. "Plus he shores up our already incredible regulatory compliance depth with a focus on financial services adjacent to the firm's existing expertise. Just an absolute win all the way around."

Firm partner Eric J. Troutman added that Texas clients shouldn't "fear our California roots."

"Texans are beautiful and very smart and they love to make good deals and win — that makes them perfect clients for Troutman Amin LLP," Troutman said. "Winning is our favorite thing to do and Fife is an absolute monster attorney. He can bring any deal to conclusion — and keep everyone safe."

Most recently, Fife spent almost two years as senior legal counsel for Prism One Solutions LLC and over 40 affiliated entities overseeing complex corporate and transactional efforts, his LinkedIn profile shows. He also owns a consulting company, according to his profile.

Fife previously served as general counsel for MEI Group and Ikon Technologies, according to

Troutman Amin.

He was general counsel and chief compliance officer at Arivo Acceptance from 2018 to 2023, his profile states. From 2016 to 2018, Fife was a legal bill audit supervisor at AmTrust North America.

A graduate of Arizona State University's Sandra Day O'Connor College of Law, Fife worked in private practice from 2006 to 2016, including running his own practice, his profile states.

--Editing by Robert Rudinger.

Update: This story has been updated with comment from Fife.

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