

Rowan Armstrong

Partner

 London

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Rowan is a Partner in the commercial digital and sourcing team in London. He has extensive experience drafting and negotiating complex outsourcing, technology and commercial contracts across all sectors - in particular, financial services, insurance and technology. Rowan is focused on ensuring that client contracts and transactions achieve business objectives and maximise value from a commercial, operational resilience, regulatory, and ESG perspective.

Rowan advises UK and international clients on a broad range of ‘supply chain’ contracts and revenue generating arrangements which underpin business, including IT and business process outsourcing, software licencing and development, manufacturing, services, facilities management, sponsorship, agency, distribution, e-commerce and contractual joint ventures. He also has a deep understanding of UK and European financial services operational resilience laws and regulations. In addition to drafting and negotiating contracts, Rowan uses his expertise to advise on the risks and opportunities that lie within contracts in the context of large scale digital transformation, supplier optimisation and cost reduction programmes as well as M&A and corporate carve-outs.

Clients value Rowan’s leadership, innovation and pragmatic approach to delivering legal advice. Prior to joining Browne Jacobson in 2024 he was a commercial and technology law partner at EY and is used to working with client in-house legal and business teams, as well as other client business advisors.

Expertise

Services

Agency and distribution	Complex licensing, R&D and collaboration	Financial services regulation
AI regulation and governance	Consumer and e-commerce	Information law
Artificial intelligence	Digital and data	Projects and contract procurement
Commercial	Digital and sourcing	Supply chain optimisation
Commercial contracts for retail	Financial services and insurance advisory	Supply, manufacturing and logistics
Commercial law		

Transaction support and due diligence

Featured experience

Supplier Optimisation

Advised a major UK insurer on its IT supplier optimisation programme to achieve cost savings, whilst ensuring operational resilience.

Compliance with DORA

Advising various clients, including a global wealth and asset manager and Nordic headquartered bank, on compliance with the EU's Digital Operational Resilience Act.

Testimonials

Clients

"fully engaged, knowledgeable about the subject and extremely personable", with the team he led "exceeding expectations"

Aldermore Bank,

"Rowan's contributions, insights and leadership were incredibly valuable – positively challenged our thinking and helped us stay ahead of the market."

Managing Director at a Global Bank,