



Beth M. Conran

Partner | Group Leader, Financial Services Industry

bconran@ubglaw.com

St. Louis - 314.516.2688

As Leader of the firm's Financial Services Industry Group, Beth represents clients in a broad range of complex business litigation and arbitration matters. Beth has a keen understanding of how to achieve her clients' goals efficiently and effectively in complex disputes while supporting their business objectives. Clients turn to Beth for results. She is a seasoned litigator with extensive trial experience in high stakes litigation, including trying cases to verdict as first chair in courts and arbitration tribunals, as well as handling appeals in both state and federal appellate courts.

Beth specializes in post-employment matters involving trade secret misappropriation, unauthorized disclosure of confidential information, and breaches of post-employment contract terms like non-compete and non-solicitation provisions. Beth has robust experience representing broker-dealers and registered representatives in matters related to Financial Industry Regulatory Authority (FINRA) and routinely appears in the FINRA arbitration forum. Beth also represents financial institutions in state and federal courts, seeking injunctive relief and damages for claims involving misappropriation of trade secrets, non-solicitation agreements, unfair competition, and breach of loyalty and fiduciary duty. She also represents financial institutions and investment professionals in securities arbitrations before FINRA involving customer claims of fraud, breach of fiduciary duty, breach of contract, suitability, churning, negligent supervision, and violations of state and federal securities laws.

Beth acts as lead litigation and trial counsel for a global energy company, defending against antitrust and trade regulation claims related to alleged unlawful motor fuel pricing practices and unlawful deed restrictions or brand covenants associated with gasoline station sales.

In her franchising and distribution practice, Beth handles claims relating to the franchise relationship, including termination and non-renewal, disclosure and fraud claims, trademark infringement, unfair competition, breach of contract, and other claims related to the relationship.

A frequent writer and speaker on complex business litigation topics, she has lectured on Missouri ethics and data breach laws and written about proposed amendments to the Federal Rules of Civil Procedure for the Business Torts Section of the American Bar Association.

Practices & Industries

- Financial Services Industry
- Securities & Commodities Litigation
- Financial Services
- Litigation & Dispute Resolution
- Employee Mobility
- Emergency Response and Injunctive Relief
- Franchising & Distribution Industry
- Franchising & Distribution
- Energy Industry
- Manufacturing
- Regulatory & Antitrust Law
- Energy Litigation
- Energy
- Convenience Retailing
- Oil & Gas
- Renewables
- Utilities

Education

- Saint Louis University School of Law (J.D., *cum laude*, 2000)
 - Managing Editor and published author of the "St. Louis University Law Journal"
 - Excellence Award – Evidence
 - Teaching Assistant for Legal Research and Writing, 2000
 - Merit Scholarship Recipient
- Indiana University Kelly School of Business (B.S., 1996)
- Indiana University College of Arts and Sciences (B.A., 1996)

Bar Admissions

- Missouri
- Illinois
- U.S. District Court, Eastern District of Missouri
- U.S. Court of Appeals, Eighth Circuit
- U.S. Court of Appeals, Seventh Circuit
- U.S. Court of Appeals, Fourth Circuit
- U.S. Supreme Court

Professional Affiliations

- The American Bar Association
- The Missouri Bar
- Illinois State Bar Association
- Bar Association of Metropolitan St. Louis

Community Involvement

- National Charity League, Gateway Chapter (*Patroness, 2023-2024; Parliamentary Board Shadow 2025-2026*)
- Mary Queen of Peace School, Board of Education (*President 2020-present; Vice President, 2019-2020; At-Large Board Member 2016-2019*)
- CYC Girls soccer and basketball coach (2011-2025)
- Saint Louis University Law School Alumni Association (*Class Agent*)
- The Missouri Bar, Young Lawyers Section (*St. Louis City Delegate, 2004-2010*)
- Legal Advocates for Abused Women (LAAW) (*Board of Directors, President 2013; 2006-2013; Annual Fundraiser, Co-Chair, 2004-2009*)

Firm Involvement

- Former Chair of the Shareholder & Officer Compensation Committee
- Former Chair of Shareholder & Officer Lateral Recruiting Committee
- Former Co-Chair of Commercial Litigation Subgroup
- Former Industry Leader, Manufacturing and Industrial

- Former Chair of Litigation Marketing Committee
- One of three originating members of the Diversity Committee

Awards & Honors

- Named to *The Best Lawyers in America*®, Commercial Litigation (2019-2027)
- Named to the Missouri and Kansas Super Lawyers Rising Stars list, Business Litigation (2009-2012); Super Lawyers list, Business Litigation (2013-2025)
- Named a Litigation Star by Benchmark Litigation (2013-2022; 2025)
- Leadership Council on Legal Diversity (Fellow 2014)
- Missouri Lawyers Weekly, Up & Coming Lawyer (2009)

Experience

- Routinely represents broker-dealers in courts and arbitrations before the Financial Industry Regulatory Authority (FINRA) involving misappropriation of trade secrets, non-solicitation agreements, and breach of loyalty and fiduciary duty.
- Represented national securities firm bringing claims against former employees and competitor for misappropriation of trade secrets, breach of non-solicitation provisions, breach of fiduciary duty, tortious interference, raiding and unfair trade competition involving approximately \$1.1B in assets.
- Represented national broker-dealer bringing claims against former employees and its competitor for raiding and unfair trade competition, misappropriation of trade secrets, breach of non-solicitation provisions and other post-employment provisions, and breach of fiduciary duty involving approximately \$500M in assets.
- Represented national securities firm in a FINRA arbitration bringing claims for misappropriation of trade secrets, breach of non-solicitation and confidentiality restrictions in employment agreement, including solicitation of clients and employees, breach of fiduciary duty, tortious interference and unjust enrichment, with assets under management of \$325M. Successfully obtained TRO in state court specifying no contact with clients and successfully obtained permanent injunction following 8-day injunction hearing before FINRA Panel.
- Represented financial institution against a competitor and departed advisor for misappropriation of trade secrets, breach of non-solicitation and confidentiality restrictions in employment agreement, including through solicitation of clients and employees, breach of fiduciary duty, aiding and abetting breach of fiduciary duty, tortious interference, civil conspiracy and unjust enrichment, with assets under management at issue of \$350M. Obtained executed affidavit of departed advisor admitting misappropriation of client information. Case currently pending before FINRA with final hearing in late 2026.
- Extensive experience representing broker-dealers and registered representatives in arbitrations before FINRA defending customer claims of fraud, breach of fiduciary duty, breach of contract, suitability, negligent supervision and violations of state and federal statutes.
- Lead trial counsel for a global energy company, successfully defending against claims of fraud, conspiracy, breach of contract, and state franchise violations brought by multi-site operators/franchisees seeking millions of dollars in damages.

- Lead trial counsel defending a global energy company in litigation brought by a multi-site franchisee and jobber seeking more than \$300 million and alleging claims of Petroleum Marketing Practices Act violations, improper pricing, state franchise law violations, and breach of contract.
- Trial counsel defending a global energy company at trial against claims of improper pricing, fraud, breach of contract, and state franchise violations and multi-site franchisees brought by multi-site operators seeking more than \$100 million.
- Represents parties in litigation involving software development and implementation, including disputes in copyright, trademark, and licensing agreement.
- Handles arbitration related to construction disputes, including those in the renewable energy and hotel industries.
- Represents energy companies against claims involving common law theories and regulations brought by governmental entities and private parties relating to underground storage tanks and pipeline leaks.

News & Media

August 20, 2026

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2027 List

August 21, 2025

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2026 List

October 9, 2024

UB Greensfelder and Attorneys Receive Honors in Illinois, Missouri, and Ohio in 2025 Edition of Benchmark Litigation Guide

August 15, 2024

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2025 List

November 14, 2023

Greensfelder Attorneys Named to 2023 Missouri & Kansas Super Lawyers Lists

August 17, 2023

Best Lawyers 2024 Edition Lists 66 Greensfelder Attorneys, Including Five “Lawyers Of The Year”

August 18, 2022

Best Lawyers 2023 Edition Lists Over 60 Greensfelder Attorneys, Including Five St. Louis ‘Lawyers Of The Year’

August 19, 2021

Best Lawyers 2022 Edition Lists 60 Greensfelder Attorneys, Including Three St. Louis ‘Lawyers Of The Year’