



Erwin O. Switzer

Partner | Assistant General Counsel

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Drawing on decades of experience in commercial and government litigation, Erwin (Erv) Switzer has deep knowledge of areas of law including consumer protection issues, governmental regulatory affairs and the appeals process. He is also co-editor of the treatise *State Consumer Protection Law*, published by the American Bar Association.

For 11 years, Erv served as chief counsel in the Office of the Missouri Attorney General. There, he led litigation on matters including the Merchandising Practices Act, Telephone Consumer Protection Act, trade and securities regulations, antitrust compliance, civil rights, First Amendment law and taxation in state and federal trial and appellate courts throughout Missouri. He was involved in dozens of high-profile matters, including the relocation of the Rams to St. Louis, representation of the Missouri Commissioner of Securities and Secretary of State, and litigation resulting in a ban against the sale of ephedra products in Missouri.

Erv frequently represents businesses facing consumer protection class action claims related to pricing and disclosure issues. In addition to handling the litigation aspect of such complaints, he guides clients through a proactive approach of reviewing consumer sales forms to make sure they comply with regulations, lessening the risk of future liability.

With his prosecutorial and government experience, Erv is well-positioned to conduct special investigations or serve as independent counsel, monitor or special committee member. He was appointed by the Federal Trade Commission to serve as a monitor and administrator of a consent decree in an antitrust case, giving the federal agency an experienced independent monitor for the matter at more affordable Midwest rates.

Erv has also handled matters involving defense of attorney general investigations, student lending practices, deceptive advertising claims, Internet domain names and drafting legislation. He has briefed and argued dozens of appellate cases in state and federal courts, making him a knowledgeable resource for clients seeking new counsel or a second opinion during an appeal.

Erv represented the St. Louis Regional Convention and Sports Complex Authority (the governmental body responsible for the Dome at America's Center) in negotiations with St. Louis City and St. Louis County regarding the allocation of the \$500 million settlement with the NFL and the Rams.

Practices & Industries

- Bankruptcy & Creditors' Rights
- Bankruptcy & Insolvency Litigation
- Health Care
- Data Privacy & Cybersecurity
- Litigation & Dispute Resolution
- Regulatory & Antitrust Law
- Appellate Litigation
- Class Actions
- White Collar Defense and Corporate Investigations
- Health Care Litigation
- Health Care & Regulated Industries

Erv has significant community and leadership experience and has made mentorship of younger colleagues a priority throughout his career. He has lectured and authored articles on appellate practice, consumer protection/trade regulation, and legal ethics.

Education

- Saint Louis University (A.B., 1978)
- Saint Louis University School of Law (J.D., *cum laude*, 1981)
 - Saint Louis University Law Journal, Research Editor
 - Saint Louis University Public Law Review, Co-founding Editor, Editor-in-Chief

Bar Admissions

- Missouri
- Illinois
- U.S. Court of Appeals, Sixth Circuit
- U.S. Court of Appeals, Seventh Circuit
- U.S. Court of Appeals, Eighth Circuit
- U.S. Supreme Court
- U.S. Bankruptcy Court, Eastern District of Missouri
- U.S. District Court, Eastern District of Missouri
- U.S. District Court, Western District of Missouri
- U.S. District Court, Eastern District of Michigan

Professional Affiliations

- Appellate Judicial Performance Evaluation Committee (*Secretary, 2008-2016*)
- Bar Association of Metropolitan St. Louis (*Board of Governors, 2003-2009*)
- St. Louis Bar Foundation (*Board of Governors, 2003-2006*)
- American Bar Association (*Antitrust Section, Consumer Protection Committee Leadership Group Member*)
- Editor of the *State Consumer Protection Law* treatise, published by the American Bar Association (2022)

Community Involvement

- Nerinx Hall High School (*President's Council, 2019-present*)
- Missouri Attorney General's Office (*Military Legal Assistance Team Advisory Board, 2017-2018*)
- City of St. Louis (*Citizen Advisory Committee, Police Chief Search, 2017*)
- Missouri Technology Corporation (*Board of Directors, 2017-present*)
- St. Louis Board of Election Commissioners (*Chairman, 2016-2017*)
- Sue Shear Institute for Women in Public Life (*Advisory Board, 2013-2020*)
- City of St. Louis (*Board of Police Commissioners, 2012-2013*)
- Governor's Council on Disability (*2009-2012*)

- Bankruptcy Practice Memorial Fund (*Governing Board, 2006-2010*)
- FOCUS St. Louis (*Board of Directors, 2003-2009*)
- Paraquad (*Board of Directors, 1995-2007*)
- St. Louis Library Foundation (*Board of Trustees, 2002-2006*)
- St. Louis Public Library (*Board of Directors, 1994-2006; President, 1998-2002*)
- Tossed ceremonial "first pitch" at St. Louis Cardinals game (*August 23, 2000*)
- Leadership St. Louis (*Class of 1996-1997*)
- St. Louis Housing Authority (*1989-1994; Chair, 1991-1993*)

Awards & Honors

- St. Louis University Law School Hall of Fame "Order of the Fleur de Lis" (Class of 2024)
- Named to *The Best Lawyers in America*®, Advertising Law (2024-2027); Appellate Practice (2007-2027); Government Relations Practice (2007-2027)
- Named *Best Lawyers*® Government Relations Practice "Lawyer of the Year" in the St. Louis area (2018; 2024)
- Named a "Litigation Star" in Missouri by *Benchmark Litigation* (2015-2022; 2025; 2026)
- *Missouri Lawyers Media* Icon Award (2022)
- *Missouri Lawyers Weekly*, Power List of Top Attorneys (2020-2022)
- Named to the Missouri & Kansas Super Lawyers list, Consumer Law (2009-2019; 2024; 2025)
- *Missouri Lawyers Weekly*, Up & Coming Mentor Award (2015)
- Pro Bono Service Award Winner—Missouri Attorney General Wall of Fame
- St. Louis Bar Foundation, Spirit of Justice Award (2014)
- Bar Association of Metropolitan St. Louis, President's Award (2002; 2008)

Experience

- In a matter undertaken at the Court of Appeals, obtained a reversal of a \$6 million judgment against the client based on allegations of fraudulent transfers as part of a Ponzi scheme before the U.S. Court of Appeals for the Eighth Circuit.
- Represents clients in class actions involving pricing issues or disclosure issues.
- Represents clients in licensing and investigation matters before various government agencies, including the Attorney General's Office, Department of Insurance, Financial Institutions & Professional Registration and the Department of Social Services.
- Defends and prosecutes false advertising claims, including on behalf of a large retail chain.
- For the state of Missouri, prosecuted a consumer fraud case against the operator of a purported charity, obtaining judgment of guilty of all counts.
- For the state of Missouri, prosecuted the Second Injury Fund civil RICO suit, leading to recovery of more than \$1 million and referenced in the *St. Louis Post-Dispatch* as one of its 125 most important stories in its 125-year history.

News & Media

August 20, 2026

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

October 30, 2025

UB Greensfelder and Attorneys Receive Honors in Illinois, Missouri, and Ohio in 2026 Edition of Benchmark Litigation Guide

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

August 17, 2023

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

May 2, 2023

Switzer, Ahmad Co-Edit ABA Publication Covering Consumer Protection Laws State By State

August 18, 2022

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

April 25, 2022

Erwin Switzer Honored With ICON Award

August 19, 2021

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