



Jay M. Keeton
COUNSEL

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BIOGRAPHY

Mr. Keeton is a member of our Firm's Employee Benefits/ERISA practice. He advises clients on the creation and maintenance of all forms of employee benefits plans, including qualified pension and 401(k) plans, non-qualified deferred compensation plans, phantom equity plans, Employee Stock Option Plans (ESOPs) and health and welfare plans. He is active in the National Association of Public Pension Attorneys and advises governmental and private sector companies on fiduciary issues and ERISA compliance regarding the regulatory requirements of operating public and private pension plans.

He is also an experienced advisor on a broad range of corporate matters, including counseling companies on matters ranging from start-up and formation issues to exit events and succession plans. His experience also includes serving as General Counsel for a Richmond-area investment advisory firm.

MEMBERSHIPS & ACTIVITIES

- Member: Virginia Bar Association

PRACTICES & INDUSTRIES

[Business and Corporate](#)
[Mergers & Acquisitions](#)
[Employee Benefits/ERISA](#)
[Trusts and Estates](#)

EDUCATION

Villanova University School of Law, 2009, LL.M., Taxation, with a Certificate of Concentration in Employee Benefits

University of Richmond School of Law, 2008, J.D.

Virginia Commonwealth University, 2004, M.A.

James Madison University, 1999, B.A.

ADMISSIONS

Virginia

- Member: Richmond Estate Planning Council
- Member: National Association of Public Pension Attorneys (NAPPA)
- Member: Association for Corporate Growth (ACG)-Richmond Chapter

INSIGHTS

Author: "Department of Labor Fiduciary Rule Changes," The Trusts and Estates Newsletter, Virginia State Bar, Volume 23, No 1, Spring 2017

Contributor: "Whistleblowers: The Exposure of Corporate Fraud Pursuant to the Sarbanes-Oxley Act," The Journal, Virginia Trial Lawyers Association, Volume 19, Number 2, 2007