



San Francisco
UC Law

News Release

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FOR IMMEDIATE RELEASE

UC Law San Francisco Honors Alums Kelly Matayoshi '12 and Rachel Proffitt '02 for Leadership and Impact

*The Awards Recognize UC Law SF Graduates who Significantly Contribute to
Advancement of the Legal Field and Their Alma Mater*

San Francisco — With more than 23,000 alumni making their mark across the legal field and beyond, UC Law San Francisco has long been a training ground for exceptional leaders. On April 4, two standout graduates will be recognized for their impact on the College and the legal profession.

[Kelly Matayoshi](#) '12, a partner at [Farella Braun + Martel](#), will receive the Alum of the Year Award, while [Rachel Proffitt](#) '02, partner and CEO of [Cooley LLP](#), will be recognized with the inaugural Chancellor's Alumni of Distinction Award.

The awards will be presented at UC Law SF's all-alumni reception at San Francisco City Hall, one of the highlights of the college's annual [Spring Week](#), a weeklong celebration of the law school's alumni community. UC Law SF ranks first in the number of graduates admitted to the California bar.

Alum of the Year Kelly Matayoshi '12

The Alum of the Year Award recognizes an individual whose engagement and volunteerism have significantly enriched the UC Law SF community, embodying the spirit of giving back.

A highly regarded attorney in business and employment litigation, Matayoshi represents clients in complex disputes, ranging from contract conflicts to wrongful-termination cases. Beyond the courtroom, she has been a steadfast advocate for the Asian American legal community, serving as president of the Asian American Bar Association of the Greater Bay Area and earning recognition among the National Asian Pacific American Bar Association's "Best Under 40" in 2024.

"Kelly Matayoshi exemplifies the spirit of UC Law San Francisco—dedicated, driven, and deeply committed to service," said UC Law SF Chief Advancement Officer [Julia Jordan](#). "Her leadership and advocacy have strengthened both our alumni community and the broader legal profession, and we are honored to celebrate her impact."

Matayoshi's dedication to UC Law SF runs deep. She has served on the [Board of Governors](#), which provides valuable input on alumni activities and chapter programming, and currently serves on the [Foundation Board of Trustees](#), where she works to advance fundraising initiatives that support the College. She also plays a key role on an advisory board for UC Law SF's [Center for Litigation and Courts](#), sharing industry knowledge to help the center provide vital expertise and insights to private-sector attorneys. Additionally, she has guest-lectured in law classes and coached and mentored students in [Moot Court](#), a program she was actively involved in as a student.

"I'm deeply honored to be recognized by the school that shaped my career," Matayoshi said. "UC Law SF gave me the foundation to succeed, and I'm grateful for the opportunity to give back to a place that means so much to me."

Chancellor's Alumni of Distinction Award Honoree Rachel Proffitt '02

The Chancellor's Alumni of Distinction Award, newly established this year, honors an alum who has significantly advanced the field of law through their professional achievements, leadership, and innovation.

As CEO of Cooley LLP, Proffitt leads one of the world's top 20 law firms, renowned for its expertise in the tech and life sciences sectors. She has advised industry giants, including guiding Instacart through its \$600 million initial public offering, and helping Harvey, a legal artificial intelligence platform, on its \$100 million Series C financing which brought its valuation to \$1.5 billion.

"Rachel Proffitt has demonstrated extraordinary leadership in the legal profession, guiding one of the most influential law firms in the world at a time of rapid change and innovation," said Chancellor & Dean [David Faigman](#). "Her achievements reflect the excellence and forward-thinking mindset that define UC Law San Francisco alumni, and we are honored to recognize her with this inaugural award."

Proffitt has remained deeply connected to UC Law SF, teaching as an adjunct professor in Venture Capital and the Startup Company, a course that prepares students to navigate the legal and business challenges facing tech startups and VC firms. She also played a pivotal role in launching the [Center for Business Law's Venture Capital-Backed Board Academy](#) (VCBA), providing strategic insight and guidance to support the success of a unique program that trains and educates directors of VC-backed startup companies.

"UC Law SF has been foundational in my career journey," Proffitt said. "It's an honor to be recognized, and I hope to continue supporting and mentoring the next generation of lawyers who will drive innovation and change."

About UC Law San Francisco

The [University of California College of the Law, San Francisco](#) was established by statute in 1878. While the College maintains a close affiliation with the University of California, it is an independent institution. Formerly known as UC Hastings, the College became the University of California College of the Law, San Francisco – or UC Law SF – on Jan. 1, 2023, after AB 1936 was signed into law, striking the name “Hastings” from the school. UC Law SF is the oldest law school in the United States west of the Rockies.

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