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New York-Based Technology Startup AlphaUX Sued by Former Head of Design Michelle Chu for Gender Discrimination and Retaliation

NEW YORK, NY, January 20, 2020 – The Law Offices of Veronica S. Jung, PLLC filed suit against AlphaUX behalf of Michelle Chu, one of the first women to join the startup and a former Senior Project Manager and Head of Design at the company.

AlphaUX is a New York based technology startup. The Complaint, filed on January 19, 2020 in the Manhattan courthouse of the Federal District Court for the Southern District of New York, alleges that Ms. Chu experienced pervasive gender discrimination at AlphaUX and that AlphaUX’s former CEO, Thor Ernstsson, was responsible for creating and maintaining a sexist work environment. The Complaint also alleges that Alpha retaliated against Ms. Chu for complaining about race and gender discrimination. AlphaUX fired Ms. Chu in October 2018.

Ms. Chu dedicated years of hard work as a faithful AlphaUX employee and, as one of the company’s first employees, was instrumental to its growth and success. The Complaint alleges that Ms. Chu experienced gender discrimination at AlphaUX throughout her employment there, and that Mr. Ernstsson created that environment of discrimination by fostering an anything-goes, boys-club culture at AlphaUX. Ms. Chu alleges that Mr. Ernstsson openly rated the attractiveness of AlphaUX’s female contractors and clients, joked about the sexual activity of AlphaUX’s female employees, and repeatedly used crude and offensive terms for women and women’s bodies in the workplace.

According to the Complaint, Ms. Chu, struggled for years with a toxic, sexist atmosphere at the company and complained to Mr. Ernstsson himself about his sexist and derogatory behavior towards female employees both at AlphaUX and AlphaUX’s client companies.

Ms. Chu alleges that Mr. Ernstsson and Alpha retaliated against her for making complaints about sexism at Alpha, going so far as to terminate Ms. Chu’s employment while she was overseas at a funeral. Veronica Jung, the lead attorney on the case, stated, “Ms. Chu brings this action in Federal court because she feels compelled to stand up and address the sexism and gender discrimination she experienced at AlphaUX, discrimination which is all too common in the technology sector in general.” Ms. Chu seeks to hold AlphaUX responsible for the unlawful conditions the women at AlphaUX were subjected to every day during her tenure at the company.

The firm’s founder, Veronica S. Jung, is a former trial attorney for the Civil Rights Division of the United States Department of Justice. The firm focuses on representing senior-level and high-

profile employees, abused workers, and whistleblowers. The firm has been recognized for its penetrating internal investigations, and has offices in California, Washington D.C. and New York. More information on the firm is available at <http://www.veronicajunglaw.com/>.

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