

2020 FUTURES CONFERENCE

VISUALIZE THE ROAD FORWARD

OCTOBER 7-9, 2020

Coming to Fellows Across the Globe Virtually





David Ackert

David Ackert is President of Ackert Inc. and a longtime business development leader, teacher, coach, and mentor to our industry. He is a pioneer and thought leader at the intersection of business development strategy, technology, and coaching. Over the past two decades, David and his team have helped thousands of professionals from hundreds of professional service firms. He is the creator of the innovative software programs Practice Pipeline, Practice Boomers, Practice Viewer, and Pipeline Plus. His programs have won the Legal Marketing Association's "Your Honor Award" in the US and Canada and have been profiled in the NLJ's Technologies on the Rise.

- Nominated by Darryl Cross and Adrian Dayton, October 2020



Christopher Emerson

Christopher Emerson, Senior Director of Legal Operations & Management at Quarles & Brady, has been on the leading edge of innovation in law firm economics, technology, and operations. Time and again over the past two decades Chris has tackled some of the largest problems, has solved them with insight and sustained effort, shared his insights with the rest of us, and moved ahead to the next challenge. His innovations in pricing, analytics, client matter management, and the application of technology and process improvement have produced far-reaching and lasting benefits. In his spare time, he is a mentor to other legal operations and economics professionals. Chris' innovative spirit, his leadership, and his significant contributions to client service and law firm management are an invaluable contribution to the legal industry.

- Nominated by Christopher Ende and Silvia Coulter, October 2020



Margaret Darin Hagan

Margaret Hagan is the founder and director of the Legal Design Lab, a joint venture of the Stanford University law and design schools. Margaret has brought design thinking to the forefront of innovation in the legal profession through her teaching, writing, speaking, and hands-on, build-it-now workshops around the world. Indeed, she wrote the book: *Law by Design*. The Legal Design Lab curates a comprehensive Legal Design Toolbox of guides and examples to help everyone address legal service challenges with design. Law is mostly words. Margaret has taught us that pictures are powerful too. Her brilliant, fluent, distinctive, and engaging art brings insight to problems, processes, and even the law itself. Margaret's creative, generous, and prolific work has inspired many and continues to challenge us all.

- Nominated by Michael Mills and Jeff Rovner, October 2020



Catherine Krow

Catherine Krow is the founder and CEO of Digitory Legal. Catherine practiced as a litigator at Simpson Thacher and Orrick, then left her partnership at Orrick to tackle head-on the misalignment between lawyers' practices and clients' business needs. Having experienced the mounting pressure on lawyers to change their ways—and the growing tension caused by their inability to do so—Catherine saw an opportunity to solve cost management challenges in ways that promote trust and collaboration between attorneys and clients. Catherine launched Digitory Legal in 2015 and has since won numerous awards for the platform and company. Her work ethic and passion for excellence have propelled Digitory Legal into the forefront of practice management. Catherine will continue to be one of the most passionate, driven, and innovative leaders in law practice management.

- Nominated by Patrick Fuller and Casey Flaherty, October 2020



Jeffrey H. Marple, Jr.

Jeff Marple is Director of Innovation, Corporate Legal at Liberty Mutual Insurance. Jeff has been a leader in Liberty Mutual's development of a Legal Ideation and Transformation Team. His business and technical savvy challenge lawyers to think rigorously and clearly about what they do. His deep expertise, collaborative spirit, and good humor get things done. His creative use of new techniques, processes, and tools is a model for the legal ops field. Jeff is a passionate mentor to law students, a much sought-after guest speaker at conferences at the intersection of law and innovation, and a worldwide leader in the application of design thinking to legal work. He is founder of the Boston Legal Design Challenge.

- Nominated by Gabe Teninbaum and Ryan McClead, October 2020



Timothy P. Mohan

In 2010, after a 20-year career as a successful lawyer with a longstanding interest in the business of law, Tim Mohan was selected by his partners at Chapman and Cutler to be their next Chief Executive Partner. During his tenure, Tim has accomplished something extraordinary—focused the firm on market niches where it can truly be best in class while simultaneously preserving the firm's distinctive culture. This required the firm to become extremely good at selecting, developing, and retaining talent. Rather than grow revenue through aggressive lateral hiring, Chapman focused on market share and margins by committing to value-based pricing, alternative staffing models, and technology. Under Tim's leadership, Chapman was the first major firm to promote an associate to equity partner for his work as a legal technologist. Although Tim is an innovator by disposition, his leadership skills are his biggest asset, bringing his inherently conservative workforce along through education, listening, and empathy.

- Nominated by William D. Henderson and Daniel W. Linna, Jr., October 2020



Beth Patterson

Beth Patterson is the founder of ESP Connect, a legal technology and innovation consultancy in Melbourne. Beth has long been a pioneer in the field. As Chief Legal & Technology Services Officer of international law firm Allens, she managed a team of 50 multidisciplinary professionals who worked closely with clients and contributed 6% of the firm's revenue. The 2017 ILTA Innovative Project of the Year award recognized her team's creative integration of three leading A.I. tools to remove much of the manual burden from lawyers in real estate due diligence, leaving them free to focus on expert legal analysis. She is passionate about how technology is enabling change in the practice of law and the future of work and shares her enthusiasm and knowledge generously.

- Nominated by Ron Friedmann and Liam Brown, October 2020



Neil Sahota

Neil Sahota is Chief Innovation Officer and Lecturer at the UC Irvine School of Law. Neil came to the legal industry with exceptionally broad technical and business experience, including 12 years at IBM where he was an IBM Master Inventor and then Worldwide Business Development Leader for the IBM Watson business. He has also served as Emerging Technology Advisor to the United Nations. At UCI Law, Neil teaches "Pushing the AI Frontier: Its Impact on Law, Policy and the Legal Profession." He is a Lecturer at the UCI Business School, co-author of the book "Own the A.I. Revolution," a tech investor, consultant, and speaker. He is a mentor, innovator, and change agent in business and law.

- Nominated by Merry Neitlich and Catherine Alman MacDonagh, October 2020



Marcie Borgal Shunk

Marcie Borgal Shunk is founder and president of the Tilt Institute, an adviser to legal market leaders in leadership development, data-driven decision making, and strategic planning. She has contributed to the field of law practice management over many years and in many ways, providing thought leadership through her many published articles, client workshops, and keynote presentations. Marcie is an expert in competitive intelligence, market research, and client feedback programs, and she continues to advance these disciplines to make them more accessible and more actionable by law firm leaders and other legal industry decision makers.

- Nominated by Timothy B. Corcoran and Patrick Fuller, October 2020



Rachel M. Zahorsky

Rachel Zahorsky, Director of Marketing at Novus Law, is a lawyer and journalist as well as marketer. For the ABA Journal she was a legal affairs reporter and co-authored the award-winning Paradigm Shift series, reporting on how the current economic and technology climate is changing the future of the legal profession. She is also a contributing editor of the Association of Corporate Counsel Legal Ops Observer, where she writes about innovations in service delivery and corporate legal operations. In all of these roles, Rachel brings boundless passion for innovation and is a connector of leading practitioners across the legal ecosystem.

- Nominated by Catherine J. Moynihan and William D. Henderson, October 2020



Grover Cleveland

Grover Cleveland is the Founder and Principal of Lessons for Sharks, LLC, a consulting and talent management firm he started in 2010 to help new learners ease their transition into practice. Grover began his legal career at Foster Garvey in Seattle, representing the Seattle Seahawks and other clients on major public infrastructure projects. He left the firm as a partner to serve in the public sector and pursue his dream of writing a book. Committed to helping new lawyers avoid common pitfalls, he wrote *Swimming Lessons for Baby Sharks: The Essential Guide to Thriving as a New Lawyer*, published by West Academic. In addition to his writing, Grover speaks at law firms across the country on topics focused on attorney success, including Resilience and Overcoming Impostor Syndrome. He also provides individual coaching to lawyers nationwide. Despite this heavy workload, he has maintained both his sense of humor and a commitment to interesting, far-flung travel.

- Nominated by Wendy Werner and Ida Abbott, October 2020



Ellen Freedman

Ellen Freedman is founder and President of Freedman Consulting, which assists Pennsylvania law firms with the business side of their practices, including strategic planning, retreat facilitation, practice management audits, human resources, marketing and client development, financial management and profitability enhancement, compensation, technology, and project management. Ellen is also the Law Practice Management Coordinator for the Pennsylvania Bar Association. In that capacity, she assists PBA's members with management issues and decisions concerning technology, bookkeeping procedures, human resources, marketing, risk management, setting up a practice, and so forth. Ellen is also a regular presenter, in person and through online webinars, for the Pennsylvania Bar Institute. Beyond her professional accomplishments, Ellen is a devoted daughter and an amazing gardener. She also wields a stinging wit. Most important, she is a loyal and steadfast friend to those who prove themselves worthy of her friendship.

- Nominated by Laura A. Calloway and Jim Calloway, October 2020



Katy M. Goshtasbi

Katy Goshtasbi, CEO of Puris Consulting, is an accomplished securities lawyer, author, and keynote speaker, and is the immediate past chair of the American Bar Association Law Practice Division. While practicing law, Katy saw an unmet need to help lawyers live a better life and learn how to unlock their human potential. She wrote several books and articles on this topic, including *Personal Branding in One-Hour for Lawyers* and *Personal Branding 101: Develop Your Brand With Ease*. She is working on a new book to help people overcome stress by self-healing. Katy has been offering Branding Bootcamp in various forms for the legal community for over ten years, including a support circle for minority and diverse women to aid in retention of these groups within the legal profession. Katy is a leader in many local and national professional associations, including the National Association of Women of Color In the Law. Currently, Katy is establishing Josie's Place, a non-profit devoted to senior citizens, senior dogs and aged-out foster youth.

- Nominated by Carol Phillips and Debbie Foster, October 2020



D. Gavin Gray

Gavin Gray is the Chief Operating Officer for K&L Gates in New York. He has been a leader in law practice management and law firm operations for almost two decades. Gavin has modernized law firm technology and business services, and encouraged his firms to collaborate more closely with their clients, both directly and through participation in CLOC and other leading legal operations organizations. Through these efforts, he has helped his firms develop a deeper relationship with their clients, and a better understanding of their clients' evolving needs. He continually thinks about how he can serve clients better and more efficiently. He highly values diversity and inclusion and creating a workplace where people can bring their whole selves to work. There is no doubt Gavin will continue to bring welcomed innovation and change to the legal profession.

- Nominated by Connie Brenton and Kunoor Chopra, October 2020



Iris J. Jones

Iris Jones, a former practicing attorney and City Attorney for a major metropolitan area, is currently the Chief Business Development & Marketing Officer at McNees Wallace & Nurick. Reporting to the Chair, Iris recruited and leads the firm's talented business development and marketing team in delivering strategic service and high-level support to the firm and its attorneys. She works closely with firm management and partners to expand the firm's business through innovative initiatives while strengthening relationships with new and existing clients. Passionate about data, she and her team provide analytical business development support to identify new ways to improve client services. Skilled in designing solutions based on analytical needs assessments, Iris directs complex projects from concept to fully operational status. Her strengths are in effective team building, strategic planning, implementation, and measuring ROI. She has extensive experience in coaching, training, and providing business development strategic support to all levels of stakeholders. Iris serves on the firm's Diversity Committee, Professional Development & Education Committee (PDEC), and the firm's Future's Committee 2030.

- Nominated by Deborah McMurray and Adrian Dayton, October 2020



Catherine M. Monte

Catherine Monte is the Chief Knowledge & Innovation Officer at Fox Rothschild. She was one of the first CKOs at a large law firm and has contributed to the development of knowledge management through her active engagement in public and private professional groups. She initiated the KM Peer Group of ILTA and served as its leader for six years. Catherine does not stand still or accept the status quo. It says much about her that Fox Rothschild added “innovation” to her title in 2019. That illustrates her drive to find new and better ways for lawyers to work and for law firms to manage their businesses. Beyond her contributions to knowledge management and firm management, Catherine has contributed to the profession by serving as a Board Member and as Treasurer of ILTA. Her unusual combination of insight, calm, and energy will be a great contribution to the College.

- Nominated by Ron Friedmann and Oz Benamram, October 2020



Daniel B. Rodriguez

Daniel Rodriguez is the Harold Washington Professor of Law at Northwestern University School of Law, having served as Dean of the Law School from 2012 until earlier this year. While serving as Dean, and throughout his academic career, Dan has been one of the leading thinkers and do-ers to improve the quality and relevance of legal education and help his students navigate the changing terrain of the legal job and opportunity market. He has generously shared his thinking and experiences with others in the legal education arena and has been willing to experiment with changes even when success was uncertain. His willingness to learn, to experiment, and to lead change will make him an outstanding addition to the College of Law Practice Management.

- Nominated by Patrick Lamb and William D. Henderson, October 2020



Gina F. Rubel

Gina F. Rubel, Esq., is a communications expert, attorney, and author. She founded Furia Rubel Communications, Inc. in 2002. Ms. Rubel was admitted to the Pennsylvania and New Jersey bars in 1994 and the Supreme Court of the United States in 1999. Since launching Furia Rubel Communications in 2002, she has become a nationally sought-after speaker and author. She reveals the secrets to law firm communications in her book, *Everyday Public Relations for Lawyers*. She regularly presents to legal professionals, corporations, and universities regarding ethics, legal marketing, reputation management, social media, public relations, crisis communications, and media training. Under Ms. Rubel's direction, Furia Rubel provides expert strategic planning, marketing, public relations, reputation management, crisis communications, and web development services to professional service firms, government entities, nonprofits, educational institutions, and more. Gina Rubel has been honored with numerous awards, honors, and recognitions over the course of a career that has produced a lasting impact on law practice management.

- Nominated by Patrick Fuller and Tim Corcoran, October 2020



Kathryn Scourby

Kathryn Scourby is the Principal of KNS Consulting, LLC. She advises professional service firms about business continuity, disaster preparedness, risk management, and compliance. A Certified Business Continuity Professional, she provides consultation and training, including Business Impact Assessments and business continuity planning, to management professionals and all levels of staff at private service firms. Kathy spent 33 years with Hunton Andrews Kurth, LLP, including more than five years as the firm's Business Continuity Manager. Kathy served on the Board of the Association of Legal Administrators, was a trustee for the Foundation of ALA, and is currently chair of ALA's International Relations Committee. She received the Spirit of ALA Award in 2018. She continues to receive outstanding reviews as a presenter on disaster preparedness, business continuity, and risk management at conferences and in presentations to private firms and businesses. Kathy is among the most well-known subject matter experts in her field.

- Nominated by Debbie Foster and Lorri Salyards, October 2020



Joseph K. West, Jr.

Joe West is a leading lawyer, partner, and Chief Diversity and Inclusion Officer at Duane Morris LLP. While his clients may know him as a successful and savvy litigator, it's not only his accomplishments at law that he brings; it's also his passion, collaborative nature, and unparalleled track record in driving greater diversity, inclusion, and respect for the contributions and talents of every member of our profession, across our industry's workplaces, and in the pipeline of students who are the next generation of diverse leaders in law. Joe is responsible for much of what many companies, firms, and bar associations have achieved in moving diversity forward within their organizations. Joe knows what works, what's been accomplished, and where our next steps must take us. Joe got his start and still derives his "cool" from New Orleans, where he established his credentials as an ace litigator in small and large law firms; he's a revered presence in the in-house community for his transformative work as Entergy's contingency planning engineer and as Walmart's Head of Outside Counsel Management; he's an honored leader of numerous volunteer bar activities with the ABA, MCCA, NAMWOLF, the NBA, and ACC - participating in their special projects, committees, and commissions; he served as the President and CEO of the Minority Corporate Counsel Association; and he's been recognized with awards too numerous to list here.

- Nominated by Susan Hackett and Patrick Lamb, October 2020

2020 FUTURES CONFERENCE CO-CHAIRS

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A Big Thanks

The College recognizes and thanks our 2020 Sponsors and Donors (Sustaining Fellows) for their contributions.

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Sustaining Fellows provide the College with additional funds to deliver the level of programs and services the Fellows are looking for and to enhance our leadership in the many areas of law practice management. We thank the following donors. Your foresight and dedication to the ongoing mission of the College through your generous gift are greatly appreciated.

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MISSION

The purpose of the College shall be to recognize, inspire, and promote excellence in law practice management by identifying and honoring extraordinary achievement, supporting activities that enhance the development of knowledge, facilitating information and exchange among the Fellows, and acting as a catalyst for positive change within the legal profession including the encouragement of diversity and inclusion throughout the profession.



College of Law Practice Management

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