

The 29th Annual MARKETING PARTNER FORUM

Breakout #2: Towers of Babel: Managing Disparate Data Across the Firm

Moderator



Chris Fritsch
*Founder, Technology
Success Consultant,
CLIENTSFirst Consulting*



Cindy Thurston Bare
*Senior Director, Firm
Intelligence Advisors,
Litera*



Peter Geovanes
*Head of Data Strategy,
AI & Analytics,
Winston & Strawn LLP*



Lisa Simon
*Chief Marketing &
Business Development
Officer,
Lewis Roca*



Paula Zirinsky
*Consultant,
Paula Zirinsky LLC*



Moderator: Chris Fritsch





Founder, Technology Success Consultant, CLIENTSFirst Consulting

- CF@CLIENTSFirstConsulting.com
- [in/ChrisFritsch](https://www.linkedin.com/in/ChrisFritsch) 
- [@CRMSuccess](https://twitter.com/CRMSuccess) 



Cindy Thurston Bare

Senior Director, Firm Intelligence Advisors, **Litera**

- [in/cindybare](https://www.linkedin.com/in/cindybare) 
- [@CindyThurston](https://twitter.com/CindyThurston) 
- Legal Technology Innovation @Litera @foundationsg
- Knowledge Management #KM and Change Management Enthusiast
-   Mom



Peter Geovanes

Head of Data Strategy, AI & Analytics, **Winston & Strawn LLP**

- [in/pgeovanes](https://www.linkedin.com/in/pgeovanes) 
- Data analytics & AI/ML Leader
- JD/MBA
- Top 100 Innovators in Data & Analytics
- 2021 Finalist LEGAL INNOVATOR OF THE YEAR



Lisa Simon




Chief Marketing & Business Development Officer, **Lewis Roca**

- [in/lisamsimon](https://www.linkedin.com/in/lisamsimon) 
- [@lisatowaysimon](https://twitter.com/lisatowaysimon) 
- Legal marketing know-it-all
- Translates value between lawyers and clients
- Client experience geek #b2bcx
-  fan



Paula Zirinsky

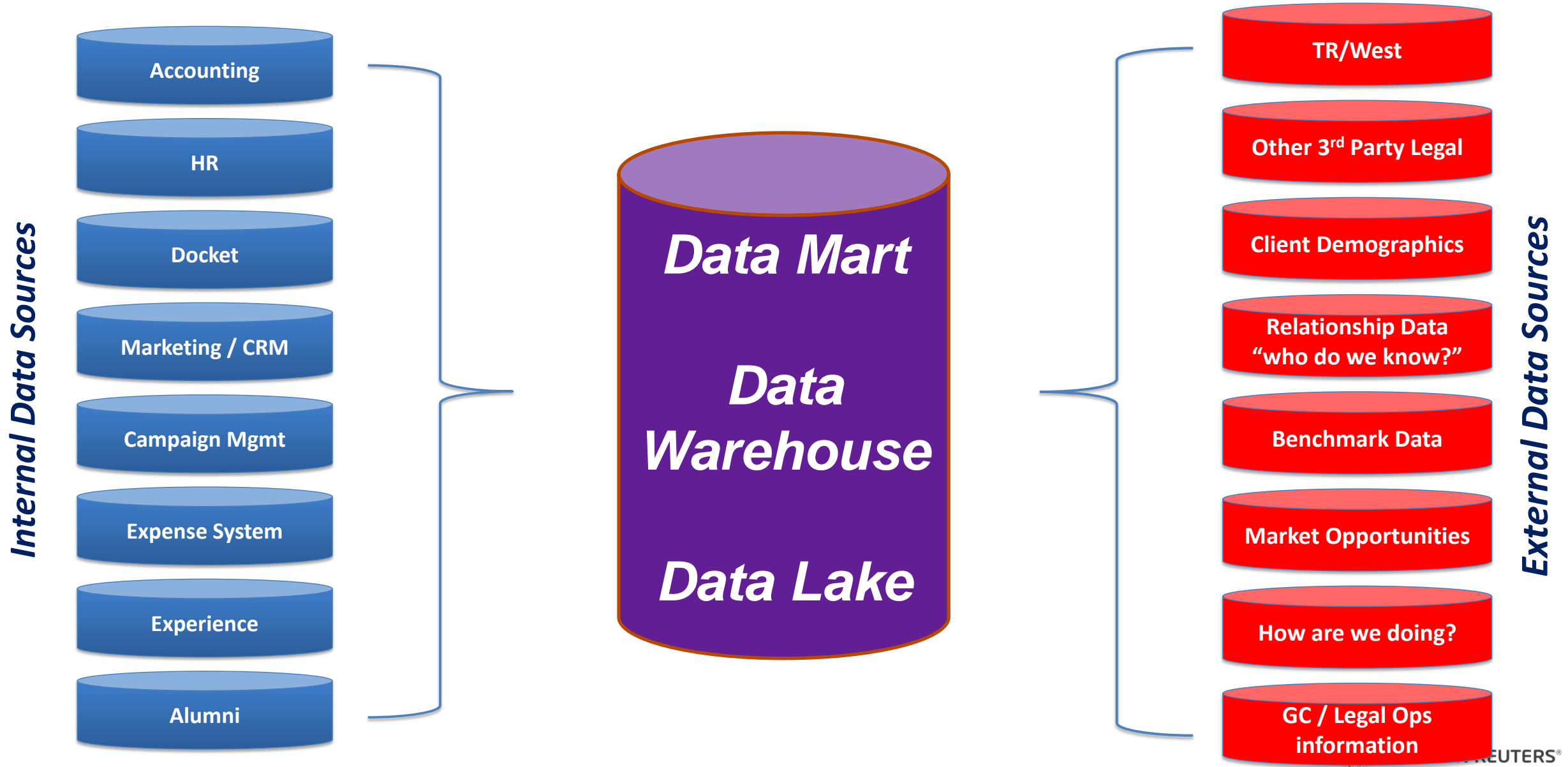
Consultant, **Paula Zirinsky LLC**

- [in/paulazirinsky](https://www.linkedin.com/in/paulazirinsky) 
- [@paulazirinsky](https://twitter.com/paulazirinsky) 
- Professional services marketing, business development, communications
- #GirlScouts former board member
-  #shorkie mom

“Law firms are sitting on a gold mine of data. If I was running a law firm I would hire data analysts to mine that data.”

Darth Vaughn, Litigation Counsel, Ford Motor Co.
Marketing Partner Forum 2021

What Data Do You Have?



Opportunities to Innovate

The Business of Law

- Use AI to improve win rate for pitches
- Identify B2B cross-sell opportunities
- Reduce client attrition
- Predict Lateral Hire success
- Analyze on-campus recruiting
- Analyze the value of marketing initiatives (ROI)
- Competitive intelligence and benchmarking
- Pricing Analytics
- Improved Forecasting
- Opportunity Pipeline



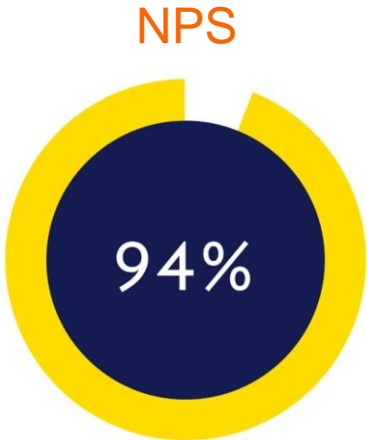
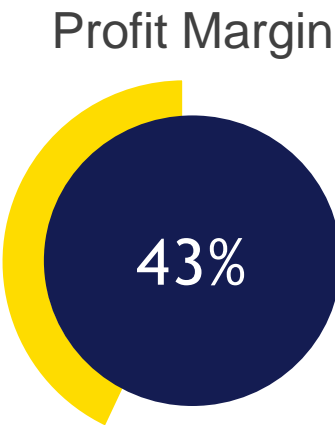
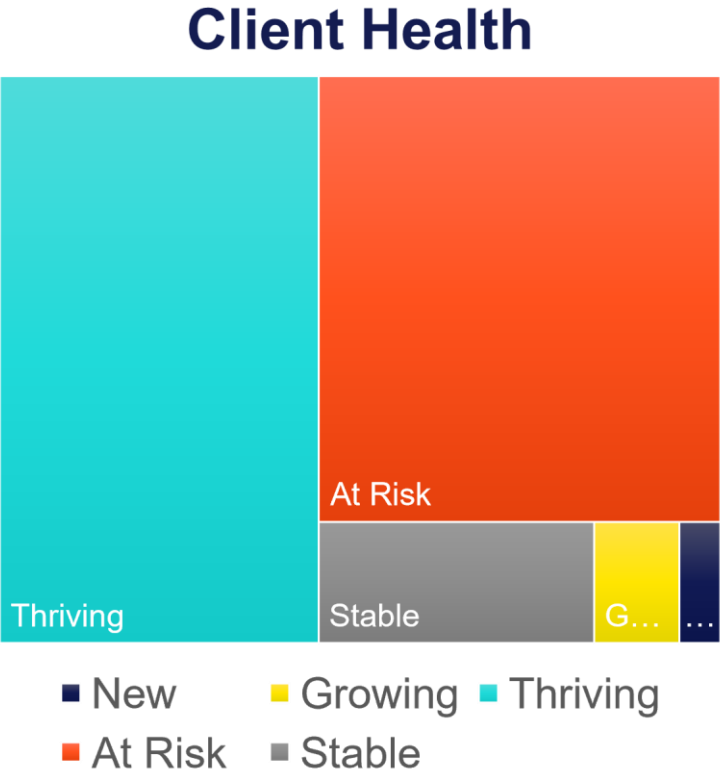
The Practice of Law

- Early Case Assessment
- Legal Analytics
 - How many motions of a certain type a court or judge has handled?
 - The probability of that court or judge granting or denying your motion?
 - The preferred cases and language you should cite in your motion?
- Settlement Analysis
- AI Timekeeping
- AI assisted resource Management
- AI assisted document review
- AI legal research & analysis
- AI Legal drafting

CLIENT GROWTH DASHBOARD

Firmwide ☒ Client ☐ Matter ☐

Period 2021 Dec YTD



Top 5 New Clients (R12)

\$24,791,492 ▲

1. Coca Cola	\$2,479,332
2. Chase Bank	\$2,138,044
3. Rand Corporation	\$1,974,559
4. Thomson Reuters	\$1,384,117
5. Marriott International	\$977,414

Top 5 New Matters (R12)

\$24,791,492 ▲

1. Coca Cola v. Pepsi	\$2,078,522
2. Laguna development	\$793,575
3. Trademark audit	\$459,386
4. M&A due diligence	\$225,617
5. Lobbying	\$221.498

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