

# The 29<sup>th</sup> 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](mailto:CF@CLIENTSFIRSTConsulting.com)
- [in/ChrisFritsch](https://in/ChrisFritsch) 
- [@CRMSuccess](https://twitter.com/CRMSuccess) 

---



### Cindy Thurston Bare

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

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



### Paula Zirinsky

Consultant, **Paula Zirinsky LLC**

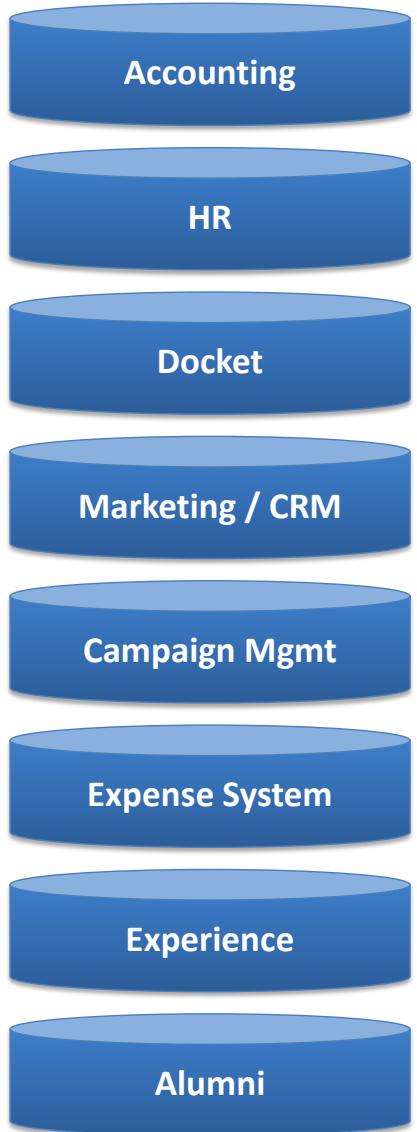
- [in/paulazirinsky](https://in/paulazirinsky) 
- [@paulazirinsky](https://twitter.com/paulazirinsky) 
- Professional services marketing, business development, communications
- #GirlScouts former board member
-  #shorkie mom

“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.”

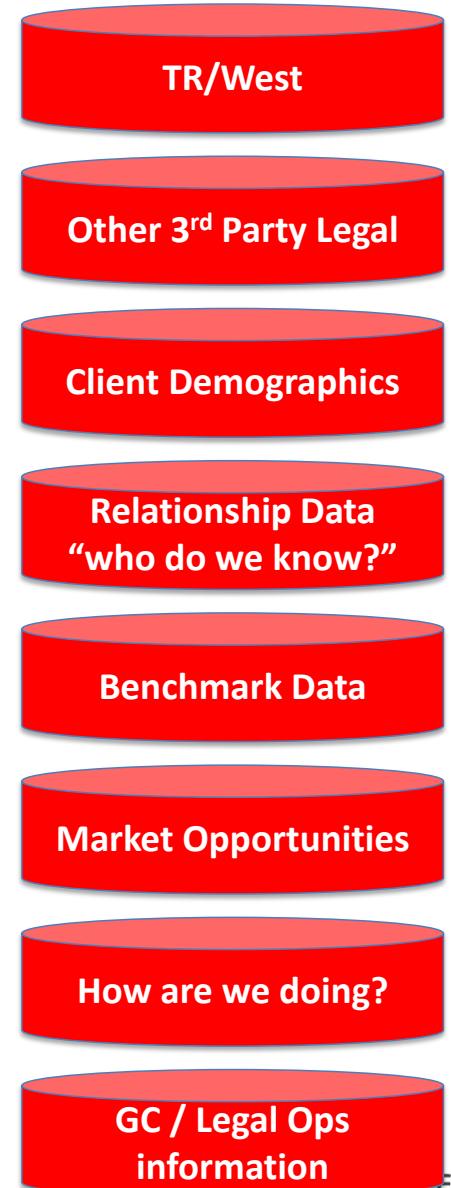
*Darth Vaughn, Litigation Counsel, Ford Motor Co.*  
Marketing Partner Forum 2021

# What Data Do You Have?

*Internal Data Sources*



*External Data Sources*



# 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

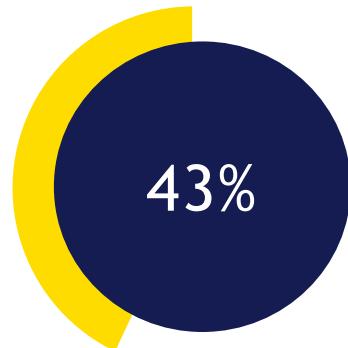


Period **2021 Dec YTD**

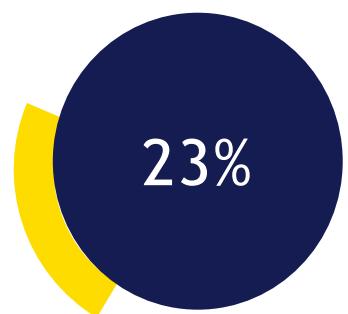


■ New      ■ Growing      ■ Thriving  
■ At Risk    ■ Stable

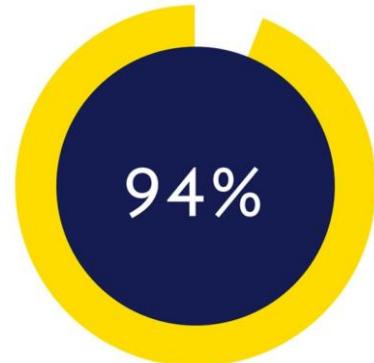
Profit Margin



Client Growth



NPS



Top 5 New Clients (R12)

1.	Coca Cola
2.	Chase Bank
3.	Rand Corporation
4.	Thomson Reuters
5.	Marriott International

\$24,791,492 ▲

Top 5 New Matters (R12)

1.	Coca Cola v. Pepsi
2.	Laguna development
3.	Trademark audit
4.	M&A due diligence
5.	Lobbying

\$24,791,492 ▲

# The 29<sup>th</sup> 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