

David H. Freeman, J.D.

David H. Freeman, J.D., CEO, is a former lawyer who helps firms develop better rainmakers through:

- Business development training and coaching (partners, laterals, and associates)
- Accelerated cross-selling
- Leadership training and coaching
- Client service training and planning
- Retreat design, facilitation, and speaking
- Business development culture assessments

Over a twenty-five year career, David has helped thousands of lawyers become better rainmakers and leaders in well over one hundred firms (nearly half are in the AmLaw 200) across the Americas, Europe, and Asia. He has presented lateral training programs in law firms, at the Legal Marketing Association's Annual Conference in 2008, and has coached hundreds of laterals at all levels and in all major practices. As an internationally acclaimed speaker, he has been invited to present at law firm retreats, national and regional conferences, bar associations, and international law firm network conferences.

His expertise in legal marketing has also been recognized by his peers, as evidenced by his appointments as:

- Co-Chair the 2010 Annual Conference for the Legal Marketing Association (LMA)
- Member of the Board of Editors for *Marketing the Law Firm* (An Incisive Media publication)
- Member of the Education Committee of the Legal Marketing Association

David has authored numerous articles for the American Bar Association, the Association of Legal Administrators, Incisive Media, and other industry publications on revenue-related aspects of management, leadership, service, strategy, and business development. He also currently contributes an ongoing leadership column for the Association of Legal Administrators publication *ALA Currents*, he has written a book called *Weekly Reminders for Revenue-Focused Leaders*, he had an ongoing leadership column for American Lawyer Media's newsletter, *Marketing the Law Firm*, and he produces revenue-focused "*Tips of the Month*".

Representative Engagements

Retreats and Planning Sessions

- Identified over \$60 million in new business at a partner retreat for an AmLaw 200 firm
- Delivered several cross-selling partner workshops that identified millions in new business opportunities
- Designed and led meetings of internal task forces charged with sustaining cross-selling activity
- Delivered an interactive, customized client service training session for an AmLaw 40 firm
- Designed, spoke at, and facilitated planning for entire retreats at several firms
- Facilitated a one-year implementation plan for the tax group of an AmLaw 20 firm
- Conducted business development training and personalized coaching for one of the world's largest firms
- Facilitated long-range planning for a large Southeast firm
- Facilitated development of a strategic marketing plan for the litigation group in a regional office of an AmLaw 200 firm

Sales and Marketing Training and Coaching

- Customized business development training, coaching, and planning programs delivered across practice groups for partners, counsel, and associates in dozens of AmLaw 200 and mid-sized firms
- Custom-designed marketing and cross-selling programs for laterals in an AmLaw 200 firm
- Designed and delivered customized associate training programs on business development scores of firms

Leadership Training and Coaching

- Custom-designed training and coaching programs for several large and mid-sized firms that helped leaders become more effective “sales managers” (develop group plans, enhance cross-selling, accelerate implementation, etc.)
- Built and delivered leadership/management programs for senior associates preparing for partnership for several firms
- Designed and moderated a program with four managing partners on types of leadership needed by today’s lawyer

Client Service Training and Consulting

- Conducted collaborative client service planning session for AmLaw 200 firm and one of their most significant clients
- Delivered programs on developing high performance client teams at firms and conferences
- Designed customized client service training programs delivered at various offices of several mid-sized and large firms
- Devised a proprietary firm-wide culture survey to uncover gaps in service, leadership, and business development for many firms

Speaking Engagements

“Sales Mastery: Growing and Protecting Your Most Important Relationships”, Managing Partner Forum, January 2010

“Protecting and Growing Your Firm’s Best Clients”, LexisNexis Webinar, August 2009

“Different Perspectives on Leadership”, Women in Law Empowerment Forum, June 2009

“How to Stay Relevant in Today’s Times” Celesq, July 2009

“Tactics for Competing in Turbulent Times”, LMA Webinar, October 2008

“Mastering the Art of Cross-Selling”

LMA Virginia, October 2008

Marketing Partner Forum, January 2008

“Understanding and Changing Your Business Development Culture”

Marketing Partner Forum, January 2009

Terralex 2008 Americas Regional Meeting, June 2008

“Developing Revenue-Focused Leaders”

Ark Group, December 2008 and March 2009

LMA Leadership Program: “Leadership Matters”, Chicago, November 2007

LMA Bay Area, January, 2007

Marketing Partner Forum, January 2007

Lex Mundi Executor Director’s Conference, October 2006

LMA Webinar, LMA New York, LMA Minnesota, September 2006

Association of Accounting Marketers, Annual Conference, June 2006

LMA Mid-Atlantic Region, June 2006

Association of Accounting Marketers, September 2005

Pre-Conference Workshop, NorthStar Law Firm Leadership Institute, May 2005

American Lawyer Media Webinar, March 2005

“Best Practices in Leadership”

ALA Region 5 & 6 Annual Conference, September 2006

“Mastering the Art of Implementing a Strategic Plan”

LM Southeast Annual Conference, September, 2006

Association of Legal Administrators 35th Annual Conference, May, 2006

“Filling the Gap: Mastering the Sales Function for CMO’s and Marketing Directors”

LMA Annual Conference, March 2006

“The Five Habits of Successful Business Development”

Scores of internal training sessions at law firms

University of Texas, Page Keeton Civil Litigation Conference, October 2008

The American Association of Nurse Attorneys, October 2008

LMA Dallas, October 2006

ALFA International Annual Meeting, October 2006
LMA Minnesota 2nd Annual Conference, November 2005
LSSO RainDance Conference, June 2005
International Law Firm Network, Vienna, Austria, May 2005
LMA Chicago, March 2005; LMA Southwest, March 2005; LMA Nashville, March 2005;
LMA Orlando, March 2005

“What Role Does Marketing and Business Development Play in Your Firm’s Success”

NorthStar Law Firm Leadership Institute, May 2005

“The Five Pillars of Client Service”

Professional Development Consortium Bi-Annual Meeting, July 2007

Retreat for AmLaw 40 firm

“Developing a Roadmap for Establishing a Sales, Marketing and Service Culture in Your Firm”

LMA Austin, February 2005; LMA Atlanta, March 2005; LMA Birmingham, March 2005

LMA Nashville, March 2005; LMA Richmond, July 2005

Terralex Network, October 2004

Legal Marketing Association, Annual Conference, 2004

Legal Marketing Association Rocky Mountain Chapter, 2003

“Marketing to Existing Clients”

Legal Marketing Association Boot Camp, Sept 2004

“Practice Group Management”

The Participating Group, July 2004

“Business Development –The Power of Long-Term Relationship Building”

ABA Minority Counsel Program, Spring, 2004

“Empowerment and Leadership: Taking Control of Your Career”

Women in Law Leadership Academy, 2004

“Business Development for Inside and Outside Counsel: It’s a Two-Way Street”

ABA Minority Counsel Program, Fall, 2003

Recent Book and Articles

“Turning Group Leaders Into Revenue-Focused Leaders”, ALA Legal Management, January 2009

“Law Firm Economic Stimulus Plan”, Marketing the Law Firm, January 2009 – ALM Newsletter

“Enhancing Your Culture of Business Development”, Marketing the Law Firm, November 2008 - ALM Newsletter

“The Audacity of Being Above Average”, Marketing the Law Firm, July 2008 - ALM Newsletter

“The Pheromone of Client Service”, Marketing the Law Firm, May 2008 - ALM Newsletter

“Courageous Leadership”, Marketing the Law Firm, March 2008 - ALM Newsletter

“The Pheromone of Client Service”, Marketing the Law Firm, May 2008 - ALM Newsletter

“Pencil to Paper to Prosperity”, ABA Journal, December 2007

“How to Lead a Revenue-Focused Group”, ABA Law Practice Magazine, December 2007

“Leadership Aspects of Cross-Selling”, Marketing the Law Firm, December 2007 - ALM Newsletter

“Coach Me”, ABA Journal, June 2007

“Revenue-Focused Leaders”, Law Firm Partnership & Benefits Report, March 2007

“Making Organizational Changes Stick”, Of Counsel, July 2006

“Turning Energy into Matter(s)”, Marketing the Law Firm, June 2006 – ALM Newsletter

“Weekly Reminders for Revenue-Focused Leaders” - Book

“100 Days to Revenue-Focused Leadership”, Professional Marketing Magazine, October, 2005

“Outcome-Focused Leadership”

- Law Practice Today, February 2005 - ABA
- Marketing the Law Firm, November 2004 - ALM Newsletter

“Stop the Bleeding: How Leaders Can Improve Associate Retention”, Law Firm Leadership and Strategy Report, December 2004

“Marketing-Focused Leadership”, Law Firm Leadership and Strategy Report, February 2004
“Rev the Revenue: The Marketing Focused Retreat”, Marketing the Law Firm, August 2003 - ALM Newsletter
“Setting Sales: Sales Management for Practice Group Leaders”, Legal Management, July/August 2003
“High Impact Retreats”, New York Law Journal, April 2003
“Sales Management is a New Role for Practice Group Leaders”, New York Law Journal, February 2003
“Developing the ‘Great’ Law Firm”, Of Counsel, November 2002
“Why Strategic Planning Doesn't Work”, Strategies, August 2001 - LMA
“How ‘Balanced’ Law Firms Must Implement ‘Balanced’ Law Firm Strategies”, Of Counsel, June 2001
“How an Emerging Management Strategy Can Effect Legal Services”, Of Counsel, December 23, 2000
“The High Performance Law Firm”, Law Firm Governance, Summer 2000