



## Catherine Alman MacDonagh, J.D.

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**Catherine Alman MacDonagh, J.D.** is a former corporate counsel who now speaks professionally and provides consulting to law firms and legal departments. She produces innovative business development training and coaching programs as well as retreats for lawyers and the professionals who work with them. She is known for her pioneering initiatives, particularly in the areas of client development, women lawyers and law firm associations and process improvement. Catherine is an effective change agent with more than fifteen years of successful professional services strategic planning, marketing, sales and service excellence experience with both small and large law firms.

She is the President and Co-Founder of the Legal Sales and Service Organization. LSSO is exclusively focused on sales, service excellence, and process improvement. LSSO also presents the annual RainDance Conference™. Catherine directed and presents results of LSSO's groundbreaking studies, Women Lawyers: Sales and Business Development Issues in 2004 as well as a women lawyers benchmarking survey for law firms. She is currently leading the development of LSSO's 2008 Women Lawyers Study.

Along with LSSO Co-Founder Beth M. Cuzzone, Catherine is the co-author of the best-selling book, [\*The Law Firm Associate's Guide to Personal Marketing and Selling Skills\*](#), and accompanying training manual, which were published by the ABA's Law Practice Management Section in 2007. She is a contributing author to Silvia Coulter's *The Women Lawyer's Rainmaking Game: How to Build a Successful Law Practice* and has published many articles on sales, service and business issues affecting the legal industry.

A certified Six Sigma green belt and a Lean Sigma green belt in process improvement for professional services, Catherine is also a developer and lead instructor of LSSO's Process Improvement Certification courses. Those programs are the first to have been conceived and designed specifically for the legal profession. They provide practical methodologies, tools, and skills in the leading-edge area of Process Improvement as applied to law firms and legal departments.

A self-described "recovering lawyer," Catherine remains a member of the New Jersey and New York bars; the American Bar Association (Law Practice Management Section, Women Rainmakers, Strategic Marketing Group). She is a recognized thought leader in legal marketing and sales. Some of the honors and awards Catherine has received include: *Boston Business Journal's* 40 Under 40, two years on the prestigious MLF 50 (*Marketing the Law Firm* Top 50) List, and several Legal Marketing Association Your Honor Awards. Catherine served two consecutive terms as President of Legal Marketing Association New England, many years on that board, and in several national committee positions, including the Sponsor Relations Committee, for which she was an inaugural co-Chair.

Catherine is a volunteer with the American Foundation for Suicide Prevention and Self Esteem Boston as well as her children's schools and athletic activities as well as her community, where she serves on the town's Re-Engineering Committee.

