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## Darryl Cross

### Vice President, Client Profitability and Performance Development LexisNexis



Darryl Cross is a high performance coach and trainer for high performance teams and rainmakers.

He joined LexisNexis in 2004 and consults with over 300 law firms a year around the world to collect and share best practices in law firm profitability and growth strategies. Additionally, he is responsible for coaching, sales training and performance development for a 1500 person, national sales force generating \$1.5 billion in annual sales in the legal, corporate, government and academic sectors.

Darryl's direct experience in professional service organizations includes his service as the Chief Marketing Officer and member of the Executive Committee of a law firm.

During his tenure, he was awarded one of the most prestigious national awards in legal marketing, the Marketing Partner Forum's Excellence in Marketing Award, for "Creating a Sales Culture at a Law Firm." He was also a finalist for the 2003 U.S. Marketing Director of the Year and 2004 Marketing Initiative of the Year.

Darryl is a member of the Legal Sales and Service Organization (LSSO) and the American Society of Training and Development (ASTD). He is a former member of the Board of Directors for the Chicago and Mid-Atlantic chapters of the Legal Marketing Association (LMA).

A significant portion of Darryl's time is spent coaching leaders, collecting and sharing best practices in business development and using his formal training as an M.B.A. to provide business analysis that helps hundreds of the world's leading organizations increase their profitability. He is also a graduate of The George Washington University's Law Firm Management program.

He is also a Certified Personal Trainer and Performance Enhancement Specialist through the National Academy of Sports Medicine, which brings a unique philosophy and style to how he coaches to compete at the highest level. He serves as the strength and coaching consultant to a top 10 nationally ranked rugby team, James Madison University and a player for the U.S. National Women's Rugby team.

Darryl has spoken to over 10,000 fee earners and business professionals from over 100 countries. He is an internationally known author and dynamic speaker on best practices in the subjects of improving performance for already accomplished individuals, law firm profitability, strategic marketing, social networking, client development and competitive intelligence.

In short, Darryl helps organizations turn ideas, aspirations and intentions into actual results.