

The Winner's Circle Showcase Series: LSSO 20th Anniversary Sales and Service Award Honorees



Accepted By
**Elizabeth 'Liz' Gooch, Chief Business
Development & Marketing Officer**

About the Winner: The judges were impressed with McDermott's business development and marketing department's use of data and evidence to inform sales and service excellence activities, including using the information gathered in the Client Listening and Loyalty Program, to build the firm's Client Engagement Academy Training program and the coaching program.

The judges noted the firm's ability to point to a "direct correlation between an increase in Client Activity Score with higher billings" and appreciate the "inclusion of specific metrics that demonstrated quantifiable and multiple successes." This includes clearly demonstrating that engaging and working on our connections and increasing activity scores have positively impacted the Firm's bottom line: Clients with the most significant increase in Activity Score year over year (e.g., 50% or more) grew by over 30%--more than 2.5x Firm growth overall.

For McDermott's Business Development Department, the data-driven approach is central to driving growth and loyalty to the Firm and is credited as the reason the firm has moved the needle as a high-performing business team within a rising AmLaw 25 law firm.

McDermott's success, led by Liz, exemplifies the power of innovative thinking and client-centricity in the legal business development and marketing space. Liz's journey from challenging the status quo to embracing purposeful innovation offers valuable insights for professionals across industries. As the legal industry continues to evolve, her vision for the future underscores the importance of adaptability and technology in staying ahead of the curve. Liz is not only leading her department to success but also paving the way for the future of legal sales and service.

LSSO sat down with Liz to learn more about her background and thoughts about the industry.

LSSO: What is the greatest reward of being in your role?

Liz: Without a doubt, the people. I work with a talented team that is willing to try new things, look at problems in different ways and challenge each other in the way we think. It's an energizing environment and I am proud of what we have built together. I also appreciate the opportunity to learn from peers in other industries and get creative in how we can adapt new ideas and best practices to further our goals. Finally, our clients are at the center of everything that we do. Being curious about what they value, their challenges, and working with our partners to help solve their business problems is incredibly rewarding.

LSSO: What is the greatest piece of advice you ever received?

Liz: Don't be afraid to try something different. New is scary, and in law firms it's easy to take the path of least resistance. This doesn't mean change for the sake of change or throwing technology at every problem. It's about innovating in a purposeful way—using data to help tell a compelling story rather than getting mired in the analysis. This approach is how I have grown and stayed engaged in my work, and it has led to great outcomes.

LSSO: What does the future of the legal sales and service industry look like to you?

Liz: The only certainty is uncertainty. But our industry is filled with incredibly talented people, and I think we will continue to evolve in how we make an impact. Technology is going to continue to drive new ways of doing business and the firms/lawyers and sales teams who demonstrate flexibility and creativity in how they leverage these tools to help clients succeed are going to be far ahead.

More About Liz ...

Liz Gooch leads McDermott's global business development and marketing department, driving growth and the firm's brand through a culture of client care and engagement. Liz focuses on developing and delivering high-value, innovative and measurable initiatives to help the Firm's clients succeed. During her 20+ year career in the legal industry, Liz has held senior BD and marketing leadership positions with several Amlaw 100 firms. She has led cross-practice teams focused on driving awareness, growth, and loyalty in major industries, as well as the development and implementation of sophisticated growth/BD platforms using innovative data, client voice and engagement best practices.