



Marquee Conference Center @ [The Old Post Office](#)  
433 W Van Buren Street, Chicago



### 20th Anniversary LSSO Sales & Service Awards Ceremony

Emcee: [Deb Knupp, Managing Director, GrowthPlay](#)

Deb Knupp is a Managing Director for GrowthPlay, a consulting firm that inspires clients to achieve their growth potential through actionable research-backed strategies to accelerate revenue, improve client loyalty and motivate talent around a shared vision of success. Prior to GrowthPlay, Deb founded Akina, in 2001 that was acquired by GrowthPlay in 2014. With over 400 professional services firms as clients and serving more than 50% of the AmLaw 200, Deb and her team at GrowthPlay have spent the last 20 years helping firms become THE place where the most profitable clients want to buy, where the most fantastic people want to work and where the most inspired leaders want to serve a bigger purpose in their communities. Before Akina, Deb was a front-line sales and HR executive working for Frito-Lay, Pearle Vision and algroup - Lawson Mardon Packaging. On a personal note, Deb graduated from The University of Texas at Austin with a B.S. in Speech/Organizational Communication. She is a passionate wife and mom to three daughters, a community cultivator and crusader for the underserved, and has a zealous commitment to help make the world better by helping others become the best version of themselves.



### 20th Anniversary LSSO RainDance Conference

Emcee: [Patrick Fuller, VP & General Manager, ALM Intelligence](#)

Patrick Fuller has been in the legal industry for more than 20 years, holding various business development, consulting, and executive leadership roles. Patrick is the co-author of two books (Measuring and Managing Performance for Law Firms and Strategic Intelligence for Law Firms) and is a frequent author and speaker, amassing more than 200 speaking and authorship credits within the legal industry.

Patrick serves on the Leadership Board for the University of North Texas's College of Information. Additionally, he is an advisory board member for a Silicon Valley technology company, a Community Leader with Diversity Lab's Move the Needle Fund, a board member for The Chiral Project, and a member of the College of Law Practice Management's Board of Trustees.

Patrick is a member of Law 2.5, a think tank focused on the legal profession's future; a founding board member of Changing Legal, an international think tank supporting change across the legal sector; is a Fellow in the College of Law Practice Management; and a 2021 Fastcase 50 recipient.