



**FOR IMMEDIATE RELEASE**

**Legal Sales and Service Organization (LSSO) Names Kirsten Lovett Executive Director**

*Boston, MA, October 17, 2016* --The Legal Sales and Service Organization, Inc. (LSSO) is pleased to announce that Kirsten Lovett has joined the organization as its new executive director. Lovett has more than 15 years of experience serving in business development roles for law firms and other professional service organizations.

“LSSO’s Board of Advisors is excited to have Kirsten in this position,” said co-founder Silvia Coulter. “Kirsten has first-hand experience leading law firms in the evolution from marketing to business development. As we get ready celebrate our 16<sup>th</sup> year, we look forward to having Kirsten help us continue our mission of serving as a source of innovative ideas and events for the legal community.”

As executive director of LSSO, Lovett will oversee member services, LSSO’s annual RainDance Conference, sponsor and partner programs, and special initiatives such as the Women’s Rainmaker Survey.

“RainDance has earned a reputation as one of the premier legal industry events,” said Lovett. “I’m looking forward to being a part of RainDance 2017 and providing legal and business professionals with the resources and skills they need to make a positive impact in their law firms.”

Lovett has experience working in law firms and as a consultant. Based in the Boston area, she served as Treasurer for the Legal Marketing Association New England Chapter and served on its annual conference committee for several years. She frequently speaks at legal industry events. She received her MBA from Babson College and her BA from Fairfield University.

**About the Legal Sales and Service Organization, Inc.**

LSSO was created at a time when law firms were beginning the evolution from marketing to incorporating business development and service initiatives.

Then and especially now, law firm leaders have ever-greater responsibilities for the future of their firms. The market is crowded and highly competitive. Clients are sophisticated buyers. As such, lawyers and law firms must employ effective sales and service strategies, whether they are responsible for bringing in new business or developing and retaining clients through service delivery.

LSSO delivers the education and resources that lawyers and those who work with them need to improve their sales and client service skills with a searchable library, exclusive research, tools and information for members only, LSSO's annual RainDance Conference and LSSO's Process Improvement Certification Programs. For more information visit [www.legalsales.org](http://www.legalsales.org).

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