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For Immediate Release

Legal Sales & Service Organization Announces 2023 Board Members

Prepares to Celebrate 20 Years of Industry Impact at Annual RainDance Conference

UPDATED January 25, 2023 (Boston, MA) – The Legal Sales & Service Organization (LSSO), the preeminent industry association for law firm sales and service professionals, is thrilled to begin 2023 with the announcement of its 20th Anniversary Advisory Board and Editorial Board.

“These industry influencers are the right people at the right time for LSSO to build on its legacy,” said LSSO Co-Founder Silvia Coulter, a Principal of LawVision. “Together we can reflect on impact to date and act on plans for the future support of LSSO’s members and the broader legal community’s sales and service goals.”

When LSSO launched two decades ago, positions such as Chief Business Development Officer, Client Relationship Executive, Chief Strategy Officer, Director of Project Management, and Client Value Director did not exist inside law firms. Today, these roles are not only more common...they are essential for any firm that expects to survive and certainly necessary for those that want to thrive.

Central to the LSSO member experience is the annual [RainDance Conference](#), which in 2023 will be held June 7 and 8 at The Old Post Office in Chicago. Framed by the organization’s milestone celebration, this year will feature the event’s signature strategic and tactical discussions along with unparalleled peer engagement. Keynote speakers and surrounding sessions will focus on the seismic shifts occurring in the legal landscape due to value in the eyes of the client, technological advancements such as artificial intelligence, residual effects of the pandemic, and how professional services firms are developing competitive advantages via their sales and service programs.

“We look forward to celebrating our 20th year of RainDance,” said LSSO Co-Founder Catherine Alman MacDonagh, Chief Executive Officer & Founder of Legal Lean Sigma Institute and of FIRM Guidance Consulting. “This conference draws senior business and legal professionals who are sales and service experts, sought-after industry change agents, and veteran executives—like our Board Members—because the agenda is conceived by and designed for our accomplished legal community peers who care about continuing their own professional development.”

Also new for 2023 is the launch of LSSO’s inaugural Sales & Service Subject Matter Experts (SSSME) Board, which consists of thought leaders from the organization’s sponsors and strategic partners.

2023 LSSO Advisory Board

- [Catherine Alman MacDonagh](#) - Chief Executive Officer & Founder | Legal Lean Sigma Institute | FIRM Guidance
- [Kristen Bateman Leis](#) - Chief Marketing and Business Development Officer | Parker Poe
- [Christian Berger](#) - Senior Advisor | McGuireWoods
- [Wendy Bernero](#) - Fractional Chief Marketing Officer | Chief Outsiders
- [David Bowerman](#) - Assistant Vice President, Director of Marketing | WSP USA
- [Christie Cáceres](#) - Chief Business Development and Marketing Officer | Sheppard Mullin Richter & Hampton
- [Silvia Coulter](#) - Principal | LawVision
- [Darryl Cross](#) - U.S. Executive Sales Coach | Norton Rose Fulbright
- [Beth Cuzzone](#) - Global Practice Group Leader, Marketing & Business Development | Intapp
- [Deborah Farone](#) – Founder | Farone Advisors
- [Michael Helmicki](#) - Director | DLA Piper
- [Brandi Michelle Hobbs](#) - Director of Operations & Process Improvement | Offit Kurman
- [Leonardo Inghilleri](#) - President & Chief Executive Officer | Inghilleri Consulting Group
- [Iris Jones](#) - Chief Marketing & Client Development Officer | Akerman
- [Krystal LeVeque](#) - Director of Business Development & Marketing | Hillis Clark Martin and Peterson
- [Mark Levin](#) - Chief Marketing & Business Development Officer | Marshall, Gerstein & Borun
- [Sandria Lherisse](#) - Director of Marketing | Groom Law Group, Chartered



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- [Neel Lilani](#) - Global Head - Technology Clients | Orrick, Herrington & Sutcliffe
- [Christopher Newman](#) - Senior Director of Practice & Industry Business Development & Client Solutions | McDermott Will & Emery
- [Steven Petrie](#) - Chief Operating Officer | Foley & Lardner
- [Carolyn Sandano](#) - Owner | The Law Marketing Coach© & Carolyn Sandano Law Marketing Services
- [Jenna Schiappacasse](#) - Director of Client Development & Strategic Growth | Jenner & Block
- [Adam Stock](#) - Legal Operations & Financial Compliance | Worldcoin
- [Wendy Taylor](#) - Chief Marketing & Business Development Officer | Brownstein Hyatt Farber Schreck
- [Ashley Tenney](#) - Senior Director, Practice Management | Dentons

2023 LSSO Editorial Board

- [Jeff Berardi](#) - Partner | Baretz+Brunelle
- [Beth Cuzzone](#) - Global Practice Group Leader, Marketing & Business Development | Intapp
- [Frederick Esposito, Jr.](#) - Chief Operating Officer | Rivkin Radler
- [Stephanie Hinrichs](#) - Business Development Executive | Grant Thornton
- [Samantha McKenna](#) - Founder/CEO | #samsales Consulting
- [Heather Morse](#) - Chief Business Development Officer | McGlinchey Stafford
- [Nancy Myrland](#) - President | Myrland Marketing and Social Media
- [Adam Severson](#) - Chief Marketing & Business Development Officer | Baker Donelson
- [David Whiteside](#) - Director, Client Growth & Success | CLIENTSFirst Consulting
- [Jill Zwetchkenbaum](#) - Associate Business Development Manager | Mintz

2023 LSSO Sales & Service Subject Matter Expert (SSSME) Board

- [David Ackert](#) - Founder & Chief Executive Officer | Ackert, Inc.
- [Derek Jones](#) - Founder/CEO | Acuigen
- [David Kamien](#) - Chief Executive Officer | Mind-Alliance Systems
- [Gemma Prescott](#) - Practice Group Leader, Marketing and Business Development | Intapp
- [Ian Stewart](#) - Vice President of Sales | Nexl

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About Legal Sales & Service Organization (LSSO)

The Legal Sales & Service Organization (LSSO) is the legal industry's first and only organization exclusively focused on sales, service excellence, and process improvement. Membership is for legal and business professionals who are significantly responsible for driving growth through strategic client acquisition and retention at their organization. Access to knowledge, tools, and resources as well as the latest professional development opportunities is core to the LSSO experience. For more information, please visit legalsales.org.