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LSSO Caps 20th Anniversary Year with New Director of Engagement

November 28, 2023 (Boston, MA) – The Legal Sales and Service Organization, Inc. (LSSO), a membership-based association dedicated to supporting legal industry business development and client service professionals, is pleased to announce that Kathleen (Kate) Hudson has joined its leadership team in a new Director of Engagement role. Hudson has nearly two decades' worth of experience in building robust communities, engagement programs, and sales funnels for various industries including legal services, investor relations, green technology, and social media platforms.

“LSSO’s reputation for executive-level, peer-to-peer engagement regarding best practices is without equal,” said Hudson. “I look forward to providing our members and the broader legal community with more opportunities for thought leadership, idea exchanges, resource sharing, and tangible support for everyday strategy.”

Originally established in 2003 as a response to the evolving needs of law firms, which were then shifting from marketing to sophisticated business development and service excellence programs, LSSO empowers its members by providing a comprehensive platform that delivers cutting-edge insights, strategic connections, professional development, and innovative tools.

“We are thrilled to welcome Kate to the team,” said LSSO co-founder and Advisory Board co-chair Silvia Coulter, a founding principal of LawVision, which partners with LSSO on the Coaching Advantage® Certification Program. “Her extensive professional services background combined with sales and service expertise will be tremendous assets as we continue to expand the value and enhance the benefits LSSO offers its members and the legal industry.”

A highlight of its live, virtual, and on-demand programming is LSSO’s industry-leading RainDance Conference, a peer-curated, in-person experience with a well-earned reputation for introducing pioneering concepts, offering honest insights into the effectiveness of widely implemented client sales and service strategies, and delivering actionable takeaways. Registration is open for the 2024 event, which is scheduled for June 5 and 6 in Boston.

LSSO’s Executive Director Michele Bisceglie will be taking on new responsibilities as a member of LSSO’s Editorial Board starting January 1. For more information about LSSO and its programs, please visit legalsales.org.

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About LSSO

Legal Sales and Service Organization, Inc. (LSSO) redefines rainmaking and recognizes that excellence in legal sales and service extends beyond exceptional lawyering. It encompasses a holistic approach that builds on the power of a cross-functional team, integrates innovative business development strategies, and includes a commitment to continuous improvement. Through steadfast dedication to fostering new thinking, cultivating connections, and enabling professional development, LSSO empowers legal executives to not only meet but exceed the expectations of the modern legal landscape. For more information, please visit legalsales.org.