LawVision
Creating Competitive Advantage

www.lawvisiongroup.com

Bruce Alltop Principal

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Prior to joining LawVision in 2012, Bruce Alltop spent 25 years in house as a sales and marketing professional. His experience includes nearly 10 years as an AmLaw 100 Chief Marketing Officer in Boston, MA and six years as Director of Sales at Ernst & Young in New York, NY.

Leveraging his many years of in-house experience, Bruce focuses on delivering practical business development, marketing, and leadership advice to LawVision clients. The perspective that Bruce brings to the development and deployment of successful business development and key client management initiatives over the past 30 years is virtually unmatched in the legal consulting industry. As clients continue to seek innovative ways to improve revenue generation and financial performance they rely on Bruce's counsel and creativity.

Publications

- *"CMO Best Practices: Some Tips To Make A Really Tough Job A Little Easier,"* Marketing The Law Firm (December 2016)
- *"Business Development Program Best Practices: Business Intelligence,"* Marketing The Law Firm (December 2015)
- *"Professional Development: Addressing The Issue of Trust in Business Development Training,"* Marketing The Law Firm (July 2015)
- *"Sales Speak: Stop "Selling Stuff,"* Marketing The Law Firm (December 2014)
- "Pitch Meetings: To Present or Not to Present - That is the Question" Marketing The Law Firm Vol. 30, No. 2 (June 2014)
- *"Firm Marketing Initiatives: Trends We See for 2013,"* Marketing the Law Firm Vol. 28, No. 9 (January 2013)

Speaking Engagements

- LMA Philadelphia 2nd Annual Conference, *"Why Firms Are Giving Up Client Teams In Favor Of Strategic Account Management,"* (July 2016)
- Webinar, *"Mind the Gap - Conducting and Effective Marketing Audit to Build Your Team's Success"* (July 2015)
- FirmAnnual Partner Retreat Speaker, *"Client-Centricity: The Time Is Now"* (March 2015)
- FirmAnnual Partner Retreat Speaker, *"Business Development: Individual Planning Best Practices"* (February 2015)
- FirmAnnual Partner Retreat Speaker, *"Strategic Client Development: Go-To-Market Best Practices"* (September 2014)
- FirmAnnual Partner Retreat Speaker, *"Vertical Go-to-Market Strategy"* (April 2014)
- FirmAnnual Partner Retreat Speaker, *"Business Development Best Practices"* (May 2013)

Education

A.B., Princeton University

Managerial Accounting coursework, University of California at Irvine

Key Service Areas

Go-To-Market Assessments

Marketing & Business Development Effectiveness Review

BD Training & Coaching

Retreat/Meeting Facilitation

Key Client Team Development

Go-To-Market Assessments

Go-To-Market Strategy

Certifications

- Certified Sales Professional: Lanier Basic and Advanced Sales Training Certified
- Xerox PSS III Sales Training Graduate
- Miller Heiman Large Account Management Process (LAMP) Program Certified
- Franklin Covey Sales Performance Training Certified
- P.A.R. Client Service Training Certified
- Harvey Mackay Relationship Development Training Certified
- The 21 Irrefutable Laws of Leadership (John C. Maxwell)