



Silvia L. Coulter

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Ms. Coulter is a Co-founding Partner of LawVision Group and leads the firm's Client Development and Strategic Growth Practice. Law firms rely on Silvia's substantial experience in collaborating with them on their business development and key client retention and growth strategies, client service strategies and process improvement initiatives. Prior to co-founding LawVision Group, Silvia chaired the Client Development Practice at Hildebrandt. Silvia is a recognized leader in law firm business development strategy and is a frequent speaker at legal industry conferences, and law firm retreats. Silvia has spent twenty years as a consultant to the industry and has served as chief marketing and business development officer at two Global 50 firms. Silvia co-facilitates LawVision's highly successful CSO Boardroom which meets twice each year.

Key Service Areas:

- Client Retention and Growth Planning/Strategic Account Management
- Business Development Skills Training and Coaching
- Client Feedback Interviews
- Process Improvement, Legal work Re-engineering and Client Service Improvement
- Retreats and Meetings Facilitation and Presentations
- Mergers & Acquisitions-Candidate Firm Analysis; Business Development Analysis
- Marketing and Business Development firm-wide audits

Recent Representative Experience

- Developed and conducted a SAM (Strategic Account Management) program to refine a firm's overall key client strategy. This included developing an overall framework for team leaders; team members; meeting agenda; training and overall plan goals, measures and outcomes. Helped the firm to drive upwards of 25% increase in overall revenue from its specific target clients.
- Assisted a global 25 firm with its client retention and growth strategy by conducting a series of senior-level customized client feedback interviews to strengthen the firm's client retention and growth opportunities.
- Successfully launched a legal process improvement project for a firm's most significant practice group. This included legal work re-engineering; a strategic sales plan for reaching out to target clients with a new value proposition and overall pricing strategy.
- Conducted marketing audits for several global 100 firms. Developed new roles, responsibilities and an overall more comprehensive sales and marketing organization to provide stronger support to its global offices.
- Helped partners to deliver over \$3 million in new revenue through a 12-month senior partner sales coaching program.
- Conducted a business development analysis for two merging firms which resulted in mapping a view of

the merged firm's key clients and key target markets.

Professional Associations, Achievements & Organizations

- Board member and co-founder, The Legal Sales and Service Organization (www.legalsales.org)
- Fellow, College of Law Practice Management
- 2010 Inductee, Legal Marketing Association Hall of Fame Award
- 2007-2009 Committee Member, ABA Law Practice Management, Women Rainmakers Section
- 2005-2007 Elected Board Member, American Society of Gastrointestinal Endoscopy Foundation
- 2005-2007 Elected Board Member, Patriots' Trail Girl Scouts
- 2001 Elected President, Legal Marketing Association (National) (www.legalmarketing.org)

Books and Editorial Boards

- The Women Lawyer's Rainmaking Game, published by Thomson Reuters/West Legal Education
- Lean Law, Creating Valued Client Relationships, published by Thomson Reuters/West Legal Education, due out 2012
- Editorial Board Member, Marketing for Lawyers, ALM publication
- Law Firm Partnership and Benefits Report, Editor-in-Chief, American Lawyer Publications
- Editorial Board Member, Practice Innovations, published by Thomson/West
- Advisory Editor, "Smart Decisions," Summer/Fall, 2006 and 2007 editions
- Editorial Board Member, Law Firm Inc., 2001 through 2007, published by ALM

Articles

- Growth Strategies for Driving Firm Revenue; *Capital Connection*, April, 2012
- Take the Leadership Reins and Drive to Accomplish; *ALM's Marketing the Law Firm*, March, 2012
- Tips to Propel Your Business Development to the Next Level; *Legalsales.org*, June, 2011
- Effective Client Research, Co-Author, April, 2011, *Practice Innovations*
- Process Improvement, A Practical Overview, Q1, 2010, *Practice Innovations*
- Outpacing the Downturn with Innovation and Forward Focus, *ABA Law Practice*, March/April, 2009
- Grow Your Large Clients: Tips for Retention and Cross-Selling, *ABA Law Practice*, January/February, 2009
- Small Firms and Big Litigation, *ABA GP SOLO*, January/February 2009
- Productizing the Firm's Services, Build the Brand and Live the Brand, *Practice Innovations*, Fall, 2008
- Evolving from Law Firm Marketing to Business Development--Hitting Its Stride in 2007, *Practice Innovations*, Thomson/West, January, 2007
- Tuning Your Firm to C and Orchestrating Results for Innovation, *College of Law Practice Management, online library*, June, 2006
- ROI...Who's Accountable and Who's Counting? *LMA Strategies*, November/December, 2005
- CRM, *Law Technology News*, October 2005
- Politically Speaking....The Intersection of Marketing and IT and Making it Work, *Law Firm Inc.*, 4/05
- The Role of Competitive Intelligence within Business Development, *Practice Innovations*, Thomson/West, Spring, 2005
- Building the Best Team: The Relationship between Marketing and Information Resources, *Practice Innovations*, Thomson/West, Spring 2004
- The Grass is Greener, *Law Firm Inc.*, Fall, 2003

Presentations

- Marketing Partner Forum, 2012 Marketing and Business Development Trends Research Study Results (2nd Annual)
- New York City Bar, "Alternative Billing: What is it and Why Does it Matter?", Panelist, June 6, 2011
- LSSO's RainDance Conference 2011. "Coaching the Rainmaker: A Live Coaching Session".
- Center for Competitive Management, Webinar, "New Law Firm Leaders for the New Normal: Are you Prepared?", May 6, 2011
- Hildebrandt Institute Virtual Seminars, "Social and Digital Media," Moderator, April 2011
- Marketing Partner Forum, 2011 Marketing and Business Development Trends Research Study Results
- Legal Marketing Association, March 2010, co-presenter: "Tactical Strategies for Integrating the Marketing and Business Development Department with Overall Firm Strategy"
- Marketing Partner Forum, January, 2010, co-presenter: "Strategic Account Management: Beyond the Basics"

- Hildebrandt Institute Virtual Seminars, “Lean Sigma for Law Firms”, November, 2009
- Hildebrandt Institute Virtual Seminars, “The COO’s Role In Driving Revenue Through Key Account Management.” November, 2009
- Legal Marketing Association, New England Chapter, Annual Meeting, Moderator, General Counsel Panel, November 2009
- Legal Marketing Association, Nashville and Birmingham Chapters, “Connecting Costs to Value through Strategic Account Management” Fall 2009
- Association of Corporate Counsel, Northeast Chapter, Summer, 2009; “Adding Value Through Effective Pricing Strategies” Fall 2009
- ABA 2008 Law Practice Management Women Rainmakers Mid-Career Meeting: "Retaining and Growing the Firm's Top Clients." September, 2008
- Lex Mundi Annual COO Meeting: "The COO's Role in Business Development and Driving Revenue." July, 2008
- Marketing Partner Forum, Panel Moderator: Women Clients Speak, January 2008
- West Legal Works Webcast: “The Road to Equity Partner for Women Lawyers,” December, 2007
- ABA Women Rainmakers Mid-Year Meeting, Puerto Rico, October, 2007
- ALA Region I Annual Meeting, Marketing and Business Development Strategies for the Mid-Size Firm, Delaware, October, 2007
- Business Development for the Small and Mid-Size Firm, West Legal Education/Legal Works Webinar, October, 2007
- Lexis/Nexis Business Development for Women Lawyers, luncheon keynote, Philadelphia, PA, September, 2007
- Public Relations and Business Development: Truths and Myths, co-presenter, West Legal Education/Legal Works Webinar, June, 2007
- The Intersection of Business Development and Public Relations, co-presenter, LMA Webinar, June, 2007
- Selling Diversity, Practicing Law Institute, NY, June, 2007
- What’s Hot with Law Firm Marketing and Business Development, US Law Firm Group, May, 2007
- The Intersection of Professional Development and Business Development, co-presenter, LMA 2007
- Women Rainmaking: The Clients Speak; Building your book of business, a no-nonsense approach, GC panel moderator, West Legal Works Webinar, February, 2007
- Women Rainmaking: Steps to Success, Keynote, AIPLA Women Lawyers Committee, New York, October, 2006
- Beyond Diversity 101; Practicing Law Institute, New York, GC Panel Moderator, October, 2006
- Navigating the Puddles of Rainmaking, Webinar Keynote, Interlaw Women Lawyers, September, 2006
- Getting Your Business Development Strategy UnStuck, keynote speaker and GC panel moderator, Lex Mundi International, Women Lawyers’ annual meeting, September, 2006
- Turning Librarians into Analysts, American Assn. Law Librarians, Keynote Panel, July, 2006
- Panel Moderator, NY City Bar; Women Rainmakers Panel and Clients panel, April, 2006
- Prove It! How to demonstrate marketing value to firm leaders, Philadelphia chapters, Assn. Legal Administrators and Legal Marketing Association, March, 2006
- Turning Your Firm Toward a Sales and Client Culture, Vancouver LMA, September, 2005

Education

- M.S., Law Firm Management, George Washington University, 2010
- Strategic Planning Certificate, Babson College, Executive Education, 1998
- B.S.B.A., Marketing, cum laude, Northeastern University, 1984
- Six Sigma Green Belt, 2007
- McNellis Certified Facilitator, 1998