



Catherine Alman MacDonagh, JD is best known for conceiving and launching innovations in the legal space. A former corporate counsel and successful law firm executive, Catherine now provides consulting, training and coaching services in the areas of process improvement, project management, marketing, and business development to law firms and legal departments.

Catherine is a Co-Founder of the [Legal Sales and Service Organization](#). LSSO is exclusively focused on sales, service excellence, and process improvement and presents the annual [RainDance Conference](#)™. Catherine directed LSSO's pioneering research, Women Lawyers: Sales and Business Development Issues in 2004 as well as the LSSO's 2008 Women Lawyers Study that followed.

A Legal Lean Sigma® Black Belt and a certified Six Sigma Green Belt, Catherine is the CEO and Co-Founder of the [Legal Lean Sigma® Institute](#), which provides consulting services and project support. LLSI offers project management and the first process improvement programs and certification courses specifically designed for the legal profession.

Catherine is a developer and the Chief Enthusiasm Officer of the Mocktails LLC, which offers both [The Mocktail](#)™ and the [Legal Mocktail](#)™, experiential networking training programs. In her consulting practice, [FIRM Guidance](#), she offers strategic planning and client development consulting services, including preparing and delivering workshops, programs and retreats for lawyers, law firm leaders, and legal business professionals. She is certified to administer the Myers Briggs Type Index and is a trained facilitator.

Catherine currently serves on the International Board of the Legal Marketing Association (LMA). She is a frequent speaker at retreats and industry conferences and is an adjunct professor at George Washington University and delivers a Legal Lean Sigma Course® as part of the Masters in Law Firm Management program. She is in her sixth year as a guest lecturer at Emerson College, where she is one of the highest rated annual speakers by professional services marketing graduate students. Along with Beth Marie Cuzzone, she is co-author of the best-selling book, [The Law Firm Associate's Guide to Personal Marketing and Selling Skills](#), and accompanying training manual, published by the ABA's Law Practice Management Section in 2007. She is co-author with Silvia Coulter of the second edition of [The Women Lawyer's Rainmaking Game: How to Build a Successful Law Practice](#). Catherine has published many articles on sales, service and business issues affecting the legal industry, such as the monthly Thought Leaders series for the Legal Marketing Association.

Some of the honors and awards Catherine has received include: Fellow, College of Law Practice Management, *Boston Business Journal's* 40 Under 40, two years on the prestigious MLF 50 (*Marketing the Law Firm* Top 50) List, and several Legal Marketing Association Your Honor Awards. She enjoys volunteering at her children's schools, Milton Academy and The Woodward School, where she is Vice-President of the Woodward Parents' Association.