

EMCEES



20th Anniversary LSSO Sales & Service Awards Ceremony

Emcee: [Deb Knupp, Managing Director, GrowthPlay](#)

Deb Knupp is a Managing Director for GrowthPlay, a consulting firm that inspires clients to achieve their growth potential through actionable research-backed strategies to accelerate revenue, improve client loyalty and motivate talent around a shared vision of success. Prior to GrowthPlay, Deb founded Akina, in 2001 that was acquired by GrowthPlay in 2014. With over 400 professional services firms as clients and serving more than 50% of the AmLaw 200, Deb and her team at GrowthPlay have spent the last 20 years helping firms become THE place where the most profitable clients want to buy, where the most fantastic people want to work and where the most inspired leaders want to serve a bigger purpose in their communities. Before Akina, Deb was a front-line sales and HR executive working for Frito-Lay, Pearle Vision and algrou - Lawson Mardon Packaging. On a personal note, Deb graduated from The University of Texas at Austin with a B.S. in Speech/Organizational Communication. She is a passionate wife and mom to three daughters, a community cultivator and crusader for the underserved, and has a zealous commitment to help make the world better by helping others become the best version of themselves.



20th Anniversary LSSO RainDance Conference

Emcee: [Patrick Fuller, VP & General Manager, ALM Intelligence](#)

Patrick Fuller has been in the legal industry for more than 20 years, holding various business development, consulting, and executive leadership roles. He is the co-author of two books (Measuring and Managing Performance for Law Firms and Strategic Intelligence for Law Firms) and is a frequent author and speaker, amassing more than 200 speaking and authorship credits within the legal industry. Patrick serves on the Leadership Board for the University of North Texas's College of Information. Additionally, he is an advisory board member for a Silicon Valley technology company, a Community Leader with Diversity Lab's Move the Needle Fund, a board member for The Chiral Project, and a member of the College of Law Practice Management's Board of Trustees. Patrick is a member of Law 2.5, a think tank focused on the legal profession's future; a founding board member of Changing Legal, an international think tank supporting change across the legal sector; is a Fellow in the College of Law Practice Management; and a 2021 Fastcase 50 recipient.



Marquee Conference Center @ [The Old Post Office](#)
433 W Van Buren Street, Chicago

Speaker Profiles

KEYNOTES



[Matt Dixon](#) is a **Founding Partner of DCM Insights**. He has held executive leadership positions in product, research and consulting for Tethr (an Austin-based AI and machine learning venture), Korn Ferry and CEB (now Gartner) where he ran the global Sales and Service research group. An accomplished business researcher, he is a sought-after advisor to corporate leadership teams around the world on topics ranging from sales and marketing effectiveness to customer experience and customer service strategy. Matt is the author of three Amazon and Wall Street Journal bestsellers: *The Challenger Sale*, *The Effortless Experience*, and *The Challenger Customer*. His latest book – *The JOLT Effect: How High Performers Overcome Customer Indecision* – was co-authored with fellow DCM Insights Founding Partner Ted McKenna. Matt holds a Ph.D. from the Graduate School of Public and International Affairs at the University of Pittsburgh and a B.A. in International Studies from Mount Saint Mary's University (Emmitsburg, MD).



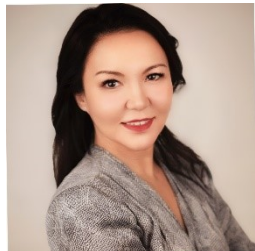
[Bob Wiesner](#) is the **Managing Partner for the Americas region of The Artemis Partnership**. His key focus area is developing senior teams to have better, more strategic conversations with client 'C' suite directors to uncover potential major business development opportunities, and helping teams deliver winning pitch presentations. Bob has held industry leadership positions with KPMG, Saatchi & Saatchi, and McCann Erickson. Based in New York, he brings extensive experience in new business pitching and pursuits. He has consulted on several billion dollars' worth of pitches in the advertising, audit, management consulting, law, pharmaceuticals, high tech, and investment banking spaces, and his clients regularly achieve win rates in excess of 60%. Bob has advised committees presenting Olympic bids, and clients have included BBDO, Saatchi & Saatchi, TBWA Chiat Day, Digitas, KPMG, Ernst & Young, Deloitte, Freeborn & Peters, American Express, Bank of America, Merck, Novartis, DuPont, HP, and Sun Microsystems. He has also worked with numerous start-ups, and his work has taken him to Latin America, Europe, and Asia. As a corporate executive, his roles have included marketing and business development, organizational development, and human resources, and as CEO of North America for boutique training and consulting firm Rogen International. Bob holds a B.A. in Psychology from Rutgers University. His recently published book – *Winning is Better* – is included with each 2023 RainDance Conference registrations.

SESSION SPEAKERS

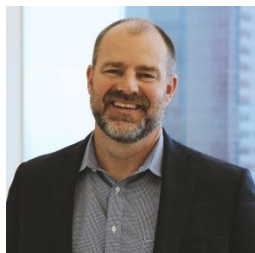


**Founding Member,
LSSO SSSME Board**

David Ackert, M.A. is President at Ackert and its subsidiaries. He is a highly regarded business development thought leader. Over the past two decades, David has pioneered revenue acceleration programs for hundreds of professional services firms around the globe. He is the founder of several technology platforms including the PipelinePlus software suite. His programs are winners of “Your Honor Awards” in both the U.S. and Canada and have been featured in NLJ’s “Technologies on the Rise.” David regularly keynotes at partner retreats and speaks at industry conferences. He also serves as a guest lecturer at USC’s Marshall School of Business, Carnegie Mellon University, and at the UCLA School of Law. David’s work has been published and quoted in several business books and media, including the Los Angeles Times, the National Review, the Daily Journal, the Wall Street Journal, Above the Law, Attorney at Work, The Recorder, and the Los Angeles Business Journal. His Market Leaders Podcast has won several JD Supra Reader’s Choice Awards. David volunteers as a Big Brother with the Big Brothers and Big Sisters of Greater Los Angeles. He is also the co-founder of Voices in Harmony, a mentoring organization that has worked with at-risk youth around the globe. David holds a Master’s in Psychology from the University of Santa Monica and is a Fellow at the College of Law Practice Management.



Madina Aaylen is Director, Legal Experience for CX Pilots. As a seasoned business development and CX consultant with over two decades of experience, Madina has an exceptional ability to drive growth and success for international organizations. Having served as the Director of Business Development for a Top 200 Global law firm, she has honed her skills in strategic planning, client relationship management, and project leadership. With an Executive MBA from the Saïd School of Business, University of Oxford and a Master’s degree in international relations from l’École des Hautes Études Internationales de Paris, Madina brings a unique and multidisciplinary perspective to her work. Her passion for innovation and excellence has earned her a reputation as a trusted advisor and leader in the CX world. An avid arts supporter and yoga enthusiast, Madina is often seen in her free time either browsing art exhibitions or mastering handstand variations.



**Member,
LSSO Advisory Board**

David Bowerman is VP and Director of Marketing at WSP, a global engineering consulting firm. Before WSP, he was Client Relationship Executive at Deloitte, and is a former Director of Client Development at K&L Gates where he helped lead the creation of the firm’s Client Development function. David has more than 20 years of experience in the professional services sector leading teams, building revenue-generating tools and bringing new ideas to market across a range of business development, communications, and sales roles.

Speaker Profiles



Lavinia Calvert is Vice President, Legal Industry Principal for Intapp, leading the global go-to-market strategy. In this role, Calvert is responsible for working with a cross-functional team of industry specialists to drive growth, strategic client relationships, and continuous product innovation. Calvert brings a deep and diverse base of international business experience spanning the fintech, media, and legal sectors. She has held several executive leadership roles in the U.S., Japan, Australia, and New Zealand, including Chief Marketing Officer at OnePlace prior to its acquisition by Intapp in 2019; Chief Marketing Officer at IP law firm AJ Park; and Vice President, Asia Pacific and Executive Vice President, Strategy and Marketing at Reuters Media. Calvert has a bachelor's degree in business and post-graduate honors in marketing from Massey University in New Zealand.



Pam Chen is Vice President and General Counsel for Museum of Science and Industry, Chicago, where she started as Manager of Legal Affairs and Retail Operations and then served as Assistant General Counsel before taking on her current role. She previously worked as Associate University Counsel for University of Illinois at Chicago and was an Associate for Reed Smith as well as Katten Muchin Rosenman. Pam has served as a Steering Committee Member for Legal Issues in Museum Administration Conference for American Law Institute Continuing Legal Education and as a member of the 2012 Research and Tech Transfer CLE Workshop Planning Committee and the Committee on Legal Education for National Association of College and University Attorneys.



Co-Chair,
LSSO Advisory Board

Silvia Coulter is a Co-Founding Principal of LawVision. She is widely regarded as one of the legal industry's most experienced sales, key client planning, and leadership experts. Her experience includes working as a former strategic account executive and sales leader at a Fortune 50 company, a chief marketing and business development officer at two global law firms, and consultant and facilitator to firms across the globe. Law firm leaders rely on Silvia's experience and assistance with leadership development, strategic account analysis and planning, and business development strategy. **She is a co-founder of the Legal Sales and Service Organization**, a Past Elected President of the Legal Marketing Association, and an elected Fellow of the College of Law Practice Management. She is a frequent speaker and facilitator at law firm retreats and legal industry meetings.



Jeremy Gresham is the Chief Executive Officer of Levenfeld Pearlstein, where he is also a member of the firm's Executive Committee and Compensation Committee. As CEO, Jeremy is fostering the firm's entrepreneurial spirit and business-centered approach to law firm management. He consistently identifies ways for LP to offer unique platforms in an effort for LP to thrive in a highly competitive industry. Jeremy brings more than 17 years of experience in law firm accounting, finance, and leadership to the role. He has been with the firm since 2015, serving most recently as LP's Chief Financial Officer.

Speaker Profiles

In that time, he led LP's accounting and finance department through a sustained period of significant firm growth, developing and implementing new procedures and strategies to help LP adapt to and capitalize on its growth while continuing to deliver a consistent and unparalleled client experience. Prior to his arrival at Levenfeld Pearlstein, Jeremy directed the finance department of an accomplished mid-size, West Coast law firm, and before that he served as Controller at a national law firm in Denver, and Accounting Manager for a national law firm in Chicago.



[Sarah Harris](#) is the General Counsel of Armanino, responsible for all legal and risk management matters, including mergers and acquisitions. She started her career in Chicago working as an associate at Foley & Lardner before taking on the role of Vice President & General Counsel for Milwaukee Brewers Baseball Club. She returned to law firm life as an associate at Mayer Brown; became a partner in the Corporate and Securities practice at Baker & McKenzie; and, immediately before her current role, served as General Counsel for the accounting and consulting firm Sikich.



[Hannah Hasinski, J.D.](#), is Director of Business Development for PipelinePlus. She has more than a decade of experience in driving revenue growth and expanding market reach for professional service companies. Hannah's expertise lies in developing and implementing strategic business plans, building strong relationships with stakeholders, and leveraging emerging trends and client needs to drive revenue growth. Her background includes a track record of success in leading teams and creating a culture of high performance in business development and sales.



[Derek Jones](#) is Founder & CEO of Acuigen. He is also the Managing Director of Business Vision Holdings group of companies. At Acuigen, he is responsible for ensuring that the company's clients derive the maximum value from their client feedback programmes. He has worked with many top 100 professional services firms and has completed many commercial and public sector client and customer feedback projects. He is a member of the Market Research Society, Accredited Company Partner Council, which advocates very high standards of market research.

**Founding Member,
LSSO SSSME Board**

Speaker Profiles



Steven Keith is **CX Transformation Advisor & Founder of CX Pilots**. He is an internationally recognized expert and keynote speaker for customer experience in professional services firms. Steven works with companies in the Fortune 10 as well as the Fortune 10,000 by helping them transform their strategies and operations to become more systematically empathetic to their internal and external customers. Educated at University of Iowa (Literature, Science and the Arts), Northwestern University (Psycholinguistics) and University of Chicago (Marketing Strategy), Steven has been amassing education across multiple disciplines for decades. Steven is the architect of dozens of organizational transformations.



Chris Landry is **Co-Founder of SigParser**, helping companies automate the process of understanding who they know – and how well – so they can better manage and grow their relationships. He is a seasoned SaaS executive with 20+ years of experience. Immediately prior to SigParser, he had full responsibility for all Western Region Sales operations of Dell Boomi, building the sales organization from eight to 88 representatives and 10M ARR to 150M+ ARR. He previously held positions as National Account Manager for Quest, Account Executive for FileNet Corporation, and Account Executive for Siebel Systems.

**Member,
LSSO SSSME Board**



Ted McKenna is **Founding Partner of DCM Insights**. He has held executive leadership positions in product, strategy, research, advisory, and enablement for Tethr, Russell Reynolds Associates, and CEB (now Gartner). An accomplished sales and customer experience researcher whose work has appeared in the pages of Harvard Business Review, Ted's most recent work focused on mining unstructured conversational data using advanced data science and leading AI/ML tools to build models, scores, and behavioral frameworks. Previous roles called for deploying syndicated research methods to mine more structured sources such as surveys, diagnostics, demographics, and jobs data. He is co-author, with Matt Dixon, of the book –The JOLT Effect: How High Performers Overcome Customer Indecision – and is a sought-after speaker and advisor to sales and customer experience teams around the world. Ted holds a B.A. in Economics from the University of Iowa.



Angela (Angie) Sebastian is the **President of Sebastian Strategies**, a business advisory and leadership coaching firm supporting high-level leaders to design and lead impactful change. She has expertise in leadership, strategy, execution, finance, organizational design, governance, and succession planning. Angie is the former CEO of Levenfeld Pearlstein, LLC, a Chicago-based law firm, where she worked for more than 20 years, starting in the finance function. She is credited with the creation of a renowned client experience business strategy called the LP Way™. Angie is a CPA, MBA, and holds a professional certified coach (PCC) designation from the International Coaching Federation.

Speaker Profiles



Fred Snow is Executive Vice President & General Counsel for First American Bank. He serves as Secretary to the Bank's holding company Board of Directors and is a member of the Bank's Investment Committee and Executive Loan Committee. External to the Bank, Mr. Snow serves on the Board of the Public Interest Law Initiative, a charity organized to cultivate public interest law and pro bono service, and on the Finance Committee of the Chicago Bar Association. He has served on the Board of Managers of the Chicago Bar Association and as chairman of its Commercial Transactions and the Financial Institutions Committees. Mr. Snow is a past chairman and legal counsel of Jane Addams Resource Corporation and has served on the advisory board of Chicago Legal Prep, a legal themed college preparatory high school serving Chicago's Garfield Park neighborhood. He has been designated a member of Super Lawyers in Banking by Thomson Reuters and a member of Leading Lawyer Network in finance law by Law Bulletin Publishing Company. Mr. Snow is a graduate of the University of Michigan Law School and holds an LL. M. (with honors) in Taxation from the Chicago-Kent College of Law. Until 2005, Mr. Snow was a partner in Chapman and Cutler LLP, representing financial institutions, funds, underwriters, utilities and transportation entities as bond and underwriter's counsel in a variety of bond and project finance transactions. He has served as a lecturer or moderator to various committees and continuing legal education seminars of the National Association of Bond Lawyers, American Bar Association and Chicago Bar Association concerning commercial finance, lender liability and credit enhancement.



[Fred Stein](#) is the Chief Legal Officer of Chicken Soup for the Soul Entertainment Inc., where he oversees all legal, business affairs, and risk management. Fred expands upon the Chief Legal Officer role he enjoyed at Redbox. Fred first joined Redbox in 2007, where his areas of responsibility included licensing and distribution deals with major Hollywood studios, privacy and other consumer issues, "high stakes" consumer class actions and antitrust litigation, representing the company's interests with regulators, and promoting policy initiatives in Washington, D.C. He also served as SVP of Redbox Tickets, the company's live event tickets venture. Fred received his BS in government from St. John's University and earned his JD from Chicago-Kent College of Law, where he served as editor-in-chief of the law review. From 2020-21, Fred was chair of the Association for Corporate Counsel's 6,000 member IT, Privacy and e-Commerce Network, and served as faculty for the association's annual Corporate Counsel Institute for 10 years.