

Faculty Biographies

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Carol Schiro Greenwald, Ph.D.

MarketingPartners
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Carol Schiro Greenwald, Ph.D, both a strategist and coach, helps her clients to combine management and marketing techniques to increase profitability. She shows individuals and firms how to structure their client service and legal practice around their best clients. Her approach is captured in her book, *Build Your Practice the Logical Way – Maximize Your Client Relationships* (First chair Press, American Bar Association, 2012) which provides a guide to growing a practice by fully implementing three strategies:

- Understand key clients in their own world in order to be a proactive resource for them,
- Create client-focused communication and legal process protocols, and
- Prospect for new clients similar to the best current clients.

Carol also coaches and trains individual attorneys in the personal skills needed for excellence in client service, business development and leadership.

Selected Services

- Client-centric audit of firm practices
- Client-centric firm strategies
- Client-focused research – in terms of the client's world and/or relevant firm services
- Top client "80/20" analysis
- Client relationship — communication skills and protocols
- Cross-selling and lateral integration programs
- Partner and client one-on-one interviews
- Personal skills training and coaching programs
- Prospect targeting programs
- Referral relationship strategies
- Retreats – plan, lead, keynote speaker
- Targeted growth plans for firms, practice groups and/or individuals



Professional Background

Carol has worked in-house directing marketing, business development, marketing research, marketing communications and training programs for a variety of well-known professional services firms including Whitman Breed Abbott & Morgan LLP [now Winston & Strawn], Haight, Gardner, Poor & Havens [now Holland & Knight], Richard A. Eisner & Company, LLP [now EisnerAmper], KPMG Peat Marwick, BDO Seidman, and Grant Thornton. She was also a consultant with the MarketForce division of Hildebrandt International before starting her own consultancy in 2000.

Carol is a well-known speaker, author and contributor to many periodicals. She is currently a Co-Chair of the Law Practice Management Committee, Westchester County Bar Association; a member of the NYSBA Law Practice Management Committee and an ABA law practice division 'Active.' She is Past President of the Legal Marketing Association, Metropolitan New York Chapter. Carol is also a Fellow of the prestigious College of Law Practice Management.

She graduated cum laude from Smith College, Northampton, MA, received an M.A. in international relations from Hunter College, CUNY and a Ph.D. in comparative constitutional and legal systems from The Graduate Center, CUNY. She did post-doctoral research on the federal court system as an Eli Lilly Fellow at the Bunting Institute of Radcliffe College.



Nancy B. Schess, Esq.

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Nancy Schess represents businesses, both locally and nationally, in diverse industries including banking/finance, hospitality, entertainment, building services, manufacturing, and transportation. She practices in all facets of labor and employment law, including equal employment compliance and litigation, wage and hour, FMLA and employee leaves, and plant closing compliance. Ms. Schess also practices occupational safety and health law.

Working closely with clients, Ms. Schess develops and implements preventive personnel policies and strategies that foster litigation-free workplaces. She also provides advice and counsel to help her clients successfully manage their personnel assets. Her experience includes developing and presenting customized training programs on topics including "Prevention of Workplace Harassment," "How to Conduct a Defensible Internal Investigation," "Tips on Effective Performance Management," and other compliance issues.

Ms. Schess is the co-founder of Gotham City Networking, Inc., an organization based in New York City that offers networking opportunities across multiple industries. She has appeared on television and radio and as a frequent speaker for professional associations and other groups.



Chad Burton, Esq.

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Chad Burton is a former litigator who developed one of the nation's first "new model" law firms, leveraging cloud-based technology and modern business practices to develop a lean virtual law firm. Chad has an unhealthy obsession with experimenting with the latest legal and productivity technologies. If there's a possibility it can be leveraged to better practice and serve clients, chances are he's tested it out and annoyed the rest of the team about it.

Chad serves on ABA Law Practice Division's Council and as Chair of the Division's Futures Initiative. He also serves on the Governing Board for ABA's Center for Innovation. He regularly speaks around the country on topics related to legal technology, virtual law practice and the future of the legal profession.

Chad has been quoted and published in publications like the ABA Journal, Inc., the Atlantic, and Entrepreneur Magazine. Chad was named to the Fastcase 50 list of global legal innovators in 2014 and received an award by ALM for the Most Innovative Use of Technology for Firm in 2012.



Keith Emmer
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Keith Emmer, Esq., is the founder and managing partner of Startegix LLC, a strategic communications consultancy helping clients tell stories, position brands, manage reputations and advocate issues through editorial media and across marketing channels.

Keith uses the power of strategic communications along with his experience as a lawyer and company co-founder to secure maximum leverage for his clients. His individual and team recognitions include the PR News Award for Outstanding Media Exposure (Business Development); The International Academy of Digital Arts and Sciences Webby Award Official Honoree; and the American Bar Association Award of Excellence (for writing). Keith is based in New York City.

Marc Halpert

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Marc W. Halpert is a self-described “multi-preneur.” Since leaving the corporate finance world in 2001, Marc has started 3 companies, all of which he still operates.

In 2010 he started his third company, connect2collaborate, to spread his LinkedIn and networking evangelism to train and coach others. In all his LinkedIn training and coaching, he offers professionals the opportunity to better explain their brand and positioning on their LinkedIn profile pages: who they really are and why them vs. the competition.

- As a LinkedIn trainer, Marc has been recognized as a high-energy speaker at national and regional conferences and sales/marketing and HR/training departments at large and small professional service firms and businesses.
- He is one of a handful of “evangelists” recognized by LinkedIn nationwide to train nonprofits to cultivate their talent pool, volunteer, board member and donor development opportunities.
- His specialty in customized personal coaching has helped individuals in all walks of life and industries to use LinkedIn to better achieve their professional goals.

Marc has authored numerous articles on innovations using the latest LinkedIn techniques for self-branding, and he serves as a subject matter expert for the technology and social media press. Marc has been featured several times on WCBS 880 Newsradio in New York and here is a sample of one of his comments about LinkedIn as heard on the radio.

He is also a biweekly instructor at UJA-Federation of New York’s Connect to Care in White Plains, NY where he teaches job seekers how to use LinkedIn to enhance their employment opportunities. He also volunteers as a SCORE counselor at the award-winning Fairfield County, Connecticut chapter where he offers expertise on LinkedIn, nonprofit, and e-commerce to entrepreneurs, start-up companies, and growing businesses.

Pery D. Krinsky, Esq.

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Pery D. Krinsky is the principal of Krinsky, PLLC where he focuses his practice on ethics-based defense litigation. Before forming his own law firm, Mr. Krinsky was associated with the law firm of LaRossa & Ross, and then the Law Offices of Michael S. Ross.

Mr. Krinsky's ethics-based defense litigation practice focuses on:

- Federal & State Attorney/Judicial Ethics Matters, including: representing attorneys and law firms under investigation by disciplinary authorities and other government agencies; providing guidance to lawyers concerning the day-to-day practice of law; representing disbarred and suspended attorneys seeking reinstatement; advising and representing members of the New York State Judiciary in matters before the New York State Commission on Judicial Conduct; and assisting law school graduates in the admissions process.
- Federal & State Criminal Defense Matters, including: defending clients against law-enforcement actions such as claims of securities fraud, antitrust, investment advisory fraud, health care fraud, tax issues, money laundering, RICO, and narcotics trafficking, among others; helping conduct internal investigations; addressing compliance issues; and responding to regulatory inquiries.
- Art Law Ethics & Litigation Matters, including: allegations of business fraud; art-related disputes; fraudulent transactions; provenance and authenticity; fraudulent inducement to sell; and sales tax evasion.

Mr. Krinsky is a frequent lecturer on topics involving ethics in litigation, personal and professional responsibility and academic integrity, including at: the N.Y. State Judicial Institute; the Appellate Divisions, First and Second Judicial Departments; the N.Y. State Bar Association; the N.Y. City Bar; the N.Y. County Lawyers' Association; the N.Y. State Academy of Trial Lawyers; the N.Y. State Trial Lawyers Association; the Practicing Law Institute; the Bay Ridge Lawyers Association; the Queens County Bar Association; Sotheby's



Institute of Art; and law schools such as Brooklyn Law School, Columbia Law School and Fordham Law School.

Mr. Krinsky serves as the Chair of the Ethics Committee of the Entertainment, Arts & Sports Law Section of the N.Y. State Bar Association; and the Chair of the Committee on Professional Discipline of the N.Y. County Lawyers' Association. Mr. Krinsky serves on the Board of Advisors of the N.Y. County Lawyers' Association Institute of Legal Ethics; and is also a Member of: the Brooklyn Bar Association; the N.Y. State Bar Association's Committee on Attorney Professionalism; the N.Y. City Bar Association's Professional Responsibility Committee; and the N.Y. County Lawyers' Committee on Professional Ethics.



Dan Lear, Esq.

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Dan is a technology lawyer, facilitator, and blogger. He is the cofounder of the Seattle Legal Technology and Innovation MeetUp, a self-styled “legal hacking” group that meets regularly to explore, identify, and implement unconventional solutions to law’s problems, big and small. He’s also blogged and written extensively about the profession and its evolution on his blog Right Brain Law and for other online and print publications.

In his six years as a practicing attorney and more than ten years in the legal industry, Dan worked for two lean “NewLaw” law firms, designed and implemented an online program for procurement contract processing, and was a part of early international legal outsourcing efforts with a Fortune 500 company. He received his BA in International Studies from Brigham Young University, and his JD and MBA from Seattle University.



David P. Miranda, Esq.

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David P. Miranda, a Partner with the firm, is an experienced trial attorney whose intellectual property law practice includes trademark, copyright, trade secret, false advertising, and patent infringement, as well as licensing, and internet related issues. He has litigated cases in federal district courts, state courts, the International Trade Commission, and the Trademark Trial and Appeals Board; and has successfully appeared before the Federal Circuit, Second Circuit, Ninth Circuit and New York Court of Appeals.

In June 2015 Mr. Miranda began his one year term as President of the New York State Bar Association, with 74,000 members, the largest voluntary state bar association in the nation.

In 2006 Mr. Miranda obtained a \$7.8 million jury verdict in a copyright infringement and trade secret misappropriation case in U.S. district court. Since 2007, Mr. Miranda has been selected by his peers as a "Super Lawyer" by Thompson Reuters, in the area of Intellectual Property Litigation. Mr. Miranda commenced some of the first domain name dispute proceedings before the World Intellectual Property Organization and was counsel in one of the first New York cases determining the enforceability of online agreements.

He previously served as President of the Albany County Bar Association, Secretary of the New York State Bar Association and in the House of Delegates for the ABA and NYSBA. He also served as General Counsel and on the Board of Directors of the Rensselaer County Chamber of Commerce, and is a recipient of the Capital District Business Review's "40 Under Forty" award for community service and professional achievement. In 2009, Mr. Miranda was appointed to the Independent Judicial Election Qualification Commission for the Third Judicial District of the State of New York. In 2002, Mr. Miranda was appointed by Hon. Judith Kaye, then Chief Judge of New York's Court of Appeals, to the statewide "Commission on Public Access to Court Records."



Mr. Miranda serves as an arbitrator of intellectual property law disputes with the American Arbitration Association, and National Arbitration Forum and has rendered decisions regarding disputes involving such famous trademarks as McDonald's, Amazon.com, Bausch & Lomb, Target, 3M, US News, Citigroup, and ChevronTexaco. He has served as mediator, arbitrator and early neutral evaluator for the U.S. District Court for the Northern District of New York.

Mr. Miranda received his Juris Doctor degree from Albany Law School and Bachelor's degree from the State University of New York at Buffalo. He is admitted to practice in New York, U.S. District Courts for New York's Northern, Southern, Eastern and Western Districts, Massachusetts, the Federal Circuit, Second Circuit and Ninth Circuit Court of Appeals, and the U.S. Supreme Court.

Member: American Bar Association (House of Delegates, Intellectual Property Law Section); New York State Bar Association (President 2015-16, Executive Committee, House of Delegates); Albany County Bar Association (Past-President).



John Rumely

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John Rumely is an experienced legal marketing professional with over a dozen years' experience in legal business development. He currently consults and is located in New York City. His experience includes serving as Senior Manager, Business Development for Nixon Peabody LLP, where he focused on the business development needs of several practice areas, and the marketing needs of two of the firm's offices. Other experience includes serving as Director of Marketing for Hawkins Delafield & Wood, where he oversaw a ground-up marketing and branding initiative.

These two roles included serving as an in-house coach, working with a number of attorneys at various stages of their careers. Prior to his work in legal marketing, Mr. Rumely had over 20 years' experience in the municipal finance industry. He is a graduate of Boston College and Harvard University's Kennedy School of Government.



Sally Robertson, Esq.

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Sally Robertson is the Vice President of Attorney Services at LegalZoom, where she is responsible for the company's legal plans and managing the nationwide network of attorneys that helps to support them. Ms. Robertson brings a unique combination of legal and operational experience as well as online business expertise to her current role.

Before joining LegalZoom in 2013, she was General Counsel for the international tech company, Tigerspike, worked as a litigator at big and mid-sized firms, and had her own start-up company straight out of law school. She is licensed to practice in California and, as of last year, New York.

When she has time, Ms. Robertson also likes to do pro bono work for organizations that seek to close the access to justice gap, which is one of the primary reasons why she decided to work at LegalZoom.

Roy D. Simon

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Roy Simon is a Distinguished Professor Emeritus of Law at Hofstra University School of Law. He graduated from Williams College (B.A., 1973) and N.Y.U. School of Law (J.D., 1977), where he was editor-in-chief of the N.Y.U. Law Review. He clerked for United States District Judge Robert Merhige (pronounced "marriage") in Richmond, Virginia, then practiced law at Jenner & Block in Chicago. He began his teaching career at Washington University School of Law in St. Louis in 1983, and has taught legal ethics since 1985. He joined the Hofstra faculty in 1992.

Professor Simon annually writes Simon's New York Code of Professional Responsibility Annotated, annually co-authors Regulation of Lawyers: Statutes and Standards (with Professor Stephen Gillers of N.Y.U.), and co-authors Lawyers and the Legal Profession. He also writes a monthly article for the New York Professional Responsibility Report, a monthly newsletter covering professional responsibility items of interest to New York lawyers.

Professor Simon is a member of the professional ethics committees of the New York State Bar Association, the Association of the Bar of the City of New York, and the Bar Association of Nassau County, and is vice chair and reporter for the New York State Bar Association's Committee on Standards of Attorney Conduct ("COSAC"), which is comprehensively reviewing the New York Code of Professional Responsibility. In March of 2005, he was appointed to the New York City Bar's Task Force on the Role of the Lawyer in a Corporate Governance.



Mitch Tobol
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When you think of Mitch, think: energized and energizing, innovative and creative, forward-thinking and inspirational, doable and accountable.

Count on Mitch to meet any marketing challenge with intelligent, sensible and valuable strategies that will make your business thrive.

Mitch's broad range of experience includes international work with the New York State Department of Economic Development GEMS (Global Export Marketing Services) Program assisting local companies to establish international distribution and representation.

Mitch's marketing/advertising expertise is matched by his insatiable desire to learn and teach. He has taught a wide range of courses in local colleges, including in the Hofstra University Certificate in Entrepreneurship Program, and at C.W. Post, and Long Island University. He is also a dynamic speaker who is called upon for topics such as branding, the new marketing paradigm, and LinkedIn.

Mitch has been acknowledged in Long Island Business News 2002, Who's Who in Graphic Communications, and received the 2003 Long Island Ad Club Marketing Award for corporations under \$5,000,000.

When you speak to Mitch, we know you'll think: Smart and clever, practical and profitable—where do I sign up?