



STUART N. GOODMAN, J.D.

Stuart N. Goodman, J.D., founded **Goodman Business Development** with the philosophy that lawyers would be better served learning business development from those with “in-the-trenches” experience building client relationships in the legal industry.

His extensive legal background, 20+ years of developing new business and proven track record of cultivating loyalty among corporate counsel and AmLaw 200 law firms gives him a window into what motivates buyers of legal services – and why.

Prior to founding **Goodman Business Development**, Stuart was Senior Vice President of Sales and Strategic Accounts for Manzama, a leading-edge social monitoring platform that expands client relationships for AmLaw 200, Global 100, and professional and financial services firms.

In each of his four years with Manzama, he significantly exceeded annual business development goals through a focus on strategic planning, pipeline management, market intelligence and delivering client service excellence.

Stuart also spent a number of years within law firms providing custom business development coaching for partners and senior associates at Duane Morris and Snell & Wilmer.

His roles included providing guidance at every stage of the client life cycle, from developing business plans to proposal management to key client program support,

Stuart N. Goodman, J.D.

Chief Business Development Coach

Goodman Business Development

773.294.3448

stuart@goodmanBD.com

as well as regular interaction with clients to improve service delivery.

Earlier in his career, Stuart spent more than 20 years successfully pitching corporations.

For a decade he targeted in-house counsel and AmLaw 200 firms, focusing on client relationship management and executive account management as part of LexisNexis/Martindale-Hubbell.

He also has extensive experience with legal services, business development and corporate client service support with West Publishing Corporation, MCI/RCA Global Communications, Ford Motor Company and General Motors Corporation.

Stuart began his career practicing law after earning his Juris Doctorate from Western State University College of Law and his Bachelor of Science degree from San Diego State University.

He is active in the legal industry and frequently called up for insights into the next generation of law firms.

Currently, Stuart is a member of the Association of Corporate Counsel – Chicago Chapter and the Legal Marketing Association – International and Midwest Chapters, where he has held numerous positions.

Stuart lives in Chicago where he is active with the Executive Club of Chicago and the Lakeview Chamber of Commerce. He is waiting until next year for the Cubs.

ADDITIONAL THOUGHT LEADERS

TIMOTHY CORCORAN

Compensation Planning
Process Improvement + Project Management

Timothy Corcoran advises law firm leaders, in-house counsel, and legal service providers on how to profit during times of great change. This includes counseling law firms on business strategy - primarily in the areas of operational excellence and business growth - and assisting in-house counsel on managing preferred provider programs. He also advises legal service providers on market dynamics and sales force readiness.

Previously Tim advised law firms at a leading management consulting firm where he co-founded the first legal project management practice. His insight into the legal industry has been featured in Forbes, Corporate Counsel and Legal Week among others.



CATHERINE ALMAN MACDONAGH, J.D.

Process Improvement + Project Management

Catherine MacDonagh, J.D., is a former corporate counsel who is well known for her thought leadership in the legal industry. A Legal Lean Sigma Black Belt and a certified Six Sigma Green Belt, she now teaches lawyers and law firm professionals how to transform their firms through process improvement projects that change the conversations with clients and create competitive advantages.

Catherine is an adjunct professor at Suffolk Law School and George Washington University where she teaches law firm management, and is the co-founder of the Legal Sales and Service Organization. She is the author of Lean and Six Sigma in Law Firms and has co-authored multiple books on marketing for lawyers.



ROBERTA MONTAFIA, J.D.

The Legal Mocktail™

Roberta Montafia, J.D., has spent her career in the legal industry, including practicing law and serving as Global Chief Marketing Officer for one of the world's largest law firms. She now uses her considerable expertise to help law firms articulate a vision for the future, develop the necessary infrastructure, and design and implement plans that allow them to succeed.

Roberta is well known for her experience in client service, branding, business development and sales education and training. She has authored numerous publications and is a frequent panelist and speaker at CLE programs and legal marketing and business development seminars.

JOCELYN BRUMBAUGH

Lateral Integration Communications
Social Media

Jocelyn Brumbaugh provides strategic communications and marketing counsel that drives change within law firms. She spent the past 15 years at the world's top law, financial services and public relations firms, where she helped firms break down the silos that prevent them from working as a cohesive unit. She has built PR and internal communications functions, counseled CEOs and other firm leaders and created global employee engagement programs to bring firm strategy to life.

Jocelyn is the founder of Legal PR Chicago, an organization known in the legal marketing community as the source for high-quality programming on best practices and trends in business development, marketing and communications.