



Solutions Delivered

**Revenue Generation
for 2020 and beyond**



Solutions Delivered powered by the PP&C REV Team offers objective and integrated business development, communications and marketing consulting services to maximize revenue generation and ensure financial health during these uncertain times.

SOLUTIONS DELIVERED HELPS YOU NAVIGATE THE “NEW NORMAL”

In this time of heightened economic and financial uncertainty, law firms have a critical need for highly effective business development, communications and marketing strategy delivered by professionals who are experienced in managing change and who have a clear sense of how to appeal to clients and quickly enhance a firm’s competitive position

Solutions Delivered powered by the PP&C REV Team provides:

- Sophisticated analysis and practical solutions focused on enhancing client engagement and generating revenue;
- Respected and effective industry leaders who can serve as your virtual business development, marketing and communications C-suite;
- Selective, outsourced staffing and efficient project management to augment existing firm staff and resources; and
- Attractive pricing that speaks to *our* investment in your future.

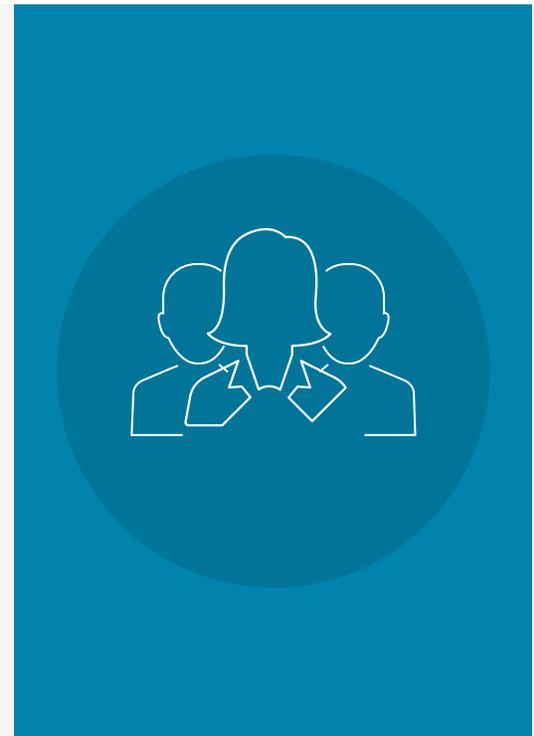


SOLUTIONS DELIVERED IS POWERED BY THE PP&C REV TEAM

Led and managed by industry and subject matter experts, PP&C's Revenue Growth Team ("REV Team") provides law firms with access to recognized, experienced and highly effective professionals who work together to *deliver solutions and help drive your firm's revenue growth*

Greater than the Sum of our Parts

- Firms gain access to the combined knowledge and experience of each team member – **all without increasing headcount or incurring significant costs**



CMO/CBDO/CCO FOR THE VIRTUAL WORLD

The Rev Team serves as your *C-level business development, marketing and communications team* providing strategic support and coordinating resources for tactical execution

- Provides best of class expertise across specializations at a fraction of the cost
- Offers start-ups and small to mid-size law firms a competitive advantage so they can successfully navigate the new normal, compete effectively and take advantage of emerging opportunities as companies look for value beyond their firms



THE REV TEAM WORKS TOGETHER TO MEET YOUR NEEDS

BUSINESS DEVELOPMENT

Cross-selling programs, training and coaching.

OPPORTUNITY TARGETING

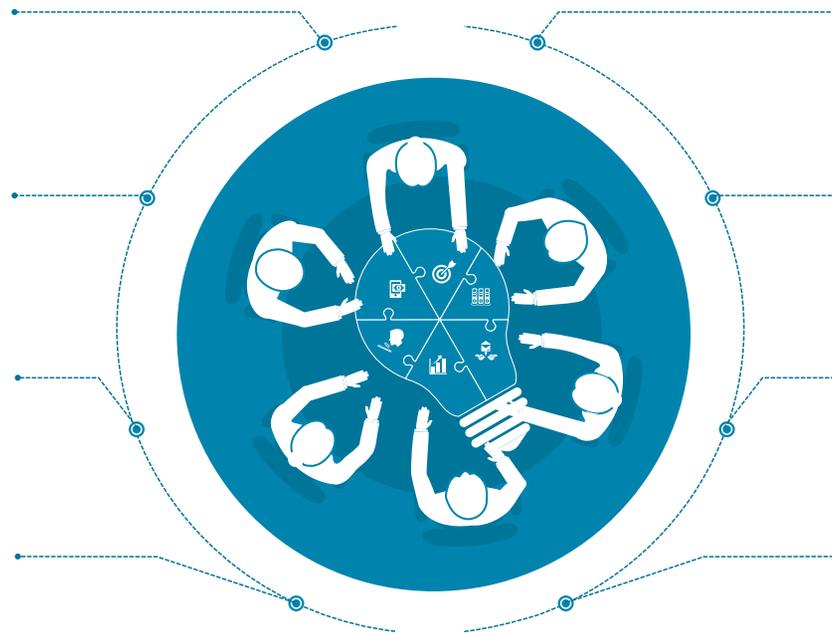
Strategy, target identification, and sales support.

KEY CLIENT RELATIONSHIPS

Client feedback, focused support, teams and journey mapping.

COMPETITIVE INTELLIGENCE

Analysis and coordination of CI program.



STRATEGIC COMMUNICATIONS

Crisis communications, thought leadership positioning, social and digital media strategy.

CONTENT AND CAMPAIGNS

Strategy, development and execution.

LATERAL INTEGRATION

Planning, onboarding and coaching.

PRICING & FIRM FINANCE

Strategies for pricing of matters, budgeting and collections of receivables.

QUESTIONS THE REV TEAM ANSWERS

Client Relationship Management	Revenue Generation	Communications
How should we support clients during this crisis to strengthen and deepen our relationships?	What short, medium and long-term changes should we make to our business development strategy in response to the crisis?	How do we communicate effectively, balancing the need for transparency, reassurance and confidence, with the need for flexibility in messaging?
How do we approach clients for business when they have other, urgent priorities?	How do we motivate and organize ourselves internally to be more successful at retaining and obtaining work?	How do we develop a consistent communications platform to position ourselves in this new normal?
How do we navigate fee and pricing conversations without putting our own business at significant risk?	What does it take to win competitive pitches and RFPs in this new normal?	How do we reposition our practice or firm in response to new market realities?
	How has our new business development, marketing and communications approach adapted to the new environment?	Are our external and internal messages in sync?

QUESTIONS THE REV TEAM ANSWERS

Financial Choices	Marketing & BD Resources	Strategic Options
How much expense cutting should we undertake without setting off panic within the organization?	How do we reduce marketing and business development costs while focusing on what matters?	Should we consider a merger or being acquired?
How do we handle pricing, billing, collections and cash-flow planning when it appears that a good portion of our client base has been severely impacted by the pandemic?	How do we manage increased demands for marketing and business development support when we have to cut staffing in order to remain financially viable?	Should we consider de-prioritizing or spinning-off certain practices? How should we accomplish that?
What outside funding is available to support the firm's operations?	How do we reorganize and outsource effectively?	Should we consider launching our own firm? How do we make the determination whether it makes financial sense?
	Does your anticipated marketing spend reflect the new and evolving realities?	Are you anticipating what your company's new normal might look like?
		Is our firm repositioned for the upturn in the next 6 months (12 months, 18 months)?
		Are our offerings responsive to the new market demands?



Meet the REV Team

YOLANDA CARTUSCIELLO

For more than 20 years, Yolanda Cartusciello has served in senior administrative leadership roles in major law firms, including Debevoise & Plimpton and Cleary Gottlieb. At both firms, she led the marketing teams, designed their business development and media strategies and took charge of their implementation. She was the chief architect of profile enhancement strategies, perception studies, branding exercises, comprehensive client interview programs, and practice and lateral partner rollouts. She co-developed marketing technology solutions and created media relations and digital strategies. She has also developed business development and communications training and coaching programs for lawyers at all levels.

In addition, Yolanda has long experience handling organizational and personnel issues. She has advised on the development of the legal assistant, knowledge and practice management, and legal marketing staff roles at various firms. She hired, trained, and supervised more than 150 administrative employees for work in high-achieving cultures. Yolanda has a B.A. from the University of Iowa and an M.F.A. from Brooklyn College. She lives with her husband and daughter in Brooklyn.



BOB ROBERTSON

In a career that has spanned two decades, Bob Robertson has helped a diverse group of law firms organize, focus and optimize their business development, key client management and marketing efforts. He has successfully developed and led sophisticated initiatives aimed at generating new revenue; spearheaded programs focused on strengthening and expanding key client relationships; advanced innovative approaches to winning high stakes proposals and bids; and implemented supporting marketing and communications programs. He has also led efforts to restructure existing business development and marketing functions to enhance their impact, effectiveness and cost efficiency.

His experience includes serving in senior business development and marketing positions at several of the world's leading law firms. Bob was the Chief Marketing Officer and Director of Business Development Services at Greenberg Traurig; the Director of Strategic Business Development at Cadwalader, Wickersham & Taft; and the Head of US Marketing & Business Development at Freshfields Bruckhaus Deringer.

Bob espouses a clear, client centric approach and was among the first to articulate business development strategies that position service delivery as a competitive edge – successfully integrating matter management, alternative staffing, pricing and resource sharing into the business development “tool-kit.”

Bob earned his A.B., in Political Science from The University of Chicago and is a frequent speaker on topics related to law firm business development, marketing and competitive intelligence.



MICHELLE MURRAY

Michelle Murray spent 14 years in institutional fixed income sales on a trading desk before changing paths to become a leader of law firm marketing, business development and communications. Michelle works closely with law firm's executive leadership, management and practice groups to develop and execute strategic business and client-focused initiatives that advance the firm's objectives.

In her legal marketing roles, Michelle has directed all aspects of law firm's branding and marketing strategy, alumni relations, communications and public relations, digital marketing and social media. She has developed and implemented strategic individual and practice-based business development plans, coaching lawyers on how to differentiate themselves with their clients, which tools to use and how best to use them.

Michelle was the 2019 Chair of the LMA's New York Local Steering Committee. She continues to serve as a Member of the Local Steering Committee and Programming Committee. Michelle earned a B.S. in Finance from Providence College. She is a certified White Belt in Legal Lean Sigma and Project Management.



ADAM SEGALL

Adam Segall is an accomplished management executive and former attorney with over 20 years of experience in senior leadership communications, financial and investor relations and public and legal affairs. He is the founding principal of AGS Strategic Communications, a consulting firm dedicated to supporting the strategic communications needs of financial institutions and professional services firms.

Adam served as Director of Communications for Cadwalader, Wickersham and Taft LLP, a leading Wall Street law firm, where he was at the center of efforts to improve the firm's reputation and build new positioning and messaging strategies for both internal and external firm communications. He developed customized platforms to communicate many of the firm's specialty legal offerings and built the firm's reputation in pro bono, community engagement and professional leadership through innovative programs and the introduction of new forms of content. In addition, he served as advisor to the litigation practice, assisting and developing communications strategies in matters on behalf of firm clients. Adam's experience includes senior positions at top international public relations, public affairs agencies and NGO's.

Adam earned his J.D. from The American University Washington College of Law, his M.A. in Law and International affairs from the American University's School of International Service and his B.A. in History and Political Science from the University of Rochester.

