



COLLEGE OF LAW PRACTICE MANAGEMENT

Futures Forum: “Legal Operations”

FACULTY



Toby Brown
Perkins Coie

Toby Brown is the Chief Practice Management Officer for Perkins Coie. In this role Toby works with firm partners and clients in developing pricing arrangements and service delivery models that drive successful relationships. This role includes practice management, pricing, legal project management, lateral partner acquisition, practice innovation and alternative staffing approaches. Prior to this, Toby served as the Chief Practice Officer for Akin Gump and served in pricing roles for both Vinson & Elkins and Fulbright & Jaworski. Before joining Fulbright, Toby served as a Director for the Utah State Bar.

Toby presents nationally on legal pricing, practice innovation, knowledge management, marketing, technology and law firm management for associations, law firms, legal departments and law schools. He is the founder of the P3 Conference, Legal Value Network, and SALI. He has published numerous articles, along with the book, *Law Firm Pricing: Strategies, Roles, and Responsibilities*. Toby has served on a number of legal services boards, bar association task forces and legal market organizations. He was named to *The National Law Journal's* 2013 list of Legal Business Trailblazers & Pioneers and received the Peer Excellence Award, the President's Award and the Anne Charles Award from the National Association of Bar Executives. Toby received his BS and MS in Economics from the University of Utah.

Toby maintains the ABA award winning *3 Geeks and a Law Blog* with 3 colleagues and is active on Twitter and can be found on LinkedIn.



Laura Dieudonné
Delta Airlines

Laura Dieudonné, HRM joined Delta Air Lines, Inc. in 2015 and serves in the role of Legal Operations and Administration Director. Having spent over 30 years supporting lawyers in the management of administrative staff, human resources, financial reporting, budgeting, and legal operations, within prestigious New York City and Atlanta law firms, Laura now provides such support and her unique skills in-house on the client side of the business.

Laura is a native New Yorker and moved to Atlanta in 2007 with her beloved husband and children. Laura is an active member of the Corporate Legal Operations Consortium (“CLOC”) where she has served as Chair and Regional Leader of the Atlanta CLOC Chapter since 2016. She is an active member of the Association of Legal Administrators (“ALA”) and served on the Atlanta ALA’s 2017-2018 Board of Directors as Director of Community Engagement and has previously led the Committee on Diversity & Inclusion for the Atlanta ALA prior to joining the Board.

Organizational productivity and efficiency remain a top priority in Laura’s career. She was a key member of a successful RFP convergence project with dozens of law firms; Laura created KPIs to quickly assess productivity; she has implemented the law department’s first document management system and redlining tools for attorneys and staff, and Laura is currently working to automate processes using Bots and APIs.



Terri Pepper
TerraLex

Terri Pepper is the CEO of TerraLex, one of the leading global law firm networks with members in more than 100 countries. Terri and her team work closely with their law firm members on the many opportunities and challenges they face, including client relationship development, alignment with client values, collaborative business development, leadership training and development, firm operations, and more.

Terri brings a multifaceted perspective to her work with law firms having served in her career as a strategy consultant; a client feedback expert; a CMO; and the leader of operations, LPM and office management for a national law firm. She is a Fellow in the College of Law Practice Management, where she served as Co-Chair of the 2022 Futures Conference, and is Chair of the annual Law Firm Marketing Summit in Europe.