



Transformative Networks

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Jennifer Leonard

Founder

Creative Lawyers

jen@creativelawyers.net

484.410.9868



Biography

Jen Leonard is the founder of Creative Lawyers, an advisory firm that supports law firms, corporate legal departments, and law schools that understand the urgency to modernize practice, services, and education. Jen works with leaders to cultivate innovative cultures, build nimble and collaborative strategies to navigate a volatile environment, and promote skills and mindsets that drive change. She leads design thinking workshops, facilitates innovation challenges, delivers retreat keynotes, partners with leaders to provide ongoing strategic support, designs Generative AI content for application in law school curricula and professional development programs, and offers structured events that help lawyers reflect on their careers as they build the next stage in their journey.

Before launching her company, Jen was the first Chief Innovation Officer and Executive Director of the Future of the Profession Initiative at Penn Carey Law. She practiced law for ten years after graduating from Penn Carey Law in 2004 and before returning to build the Law School's Center on Professionalism, which became a nationally-recognized law student professional development program. At Penn, she teaches *Generative AI in Law Practice*, *Design Thinking for Lawyers*, *Modern Law Firm Business and Innovation Strategy*, and *Attorney Well-Being as Ethical Obligation*. She has also taught design thinking and ideation techniques to industry leaders in Wharton's Executive MBA program and Penn Nursing's Summer Innovation Institute.

Jen is a Fellow of the College of Law Practice Management, a member of Penn's Inn of Court, served on NALP's Driving Inclusion Task Force, and received Penn's Beverly Edwards Award for Exceptional Leadership. She also hosts several podcasts about the legal profession, including *Law 2030*, *Future-Proofed* (co-hosted with Goodwin Chief Innovation Officer Rachel Dooley) and *Fast-Tracked: Emergent Issues in the Profession*. She writes and speaks frequently about innovation and the legal industry's future. Her most recent work appears in *Globe & Law Business's AI and the Legal Profession*.