

## **Law Firm Leaders Spotlight with Alfie Meyerson**

**State your name, title and law firm.**

*Alfie Meyerson, Statewide Business Development Committee Chair, Jackson Walker*

**How long have you been practicing law?**

*Thirty-six years*

**How have your marketing efforts evolved during the last five years?**

*Jackson Walker's approach to marketing and business development has changed substantially over the last five years. During that time, we have become much more focused on understanding our clients' businesses and collaborating with them to identify and develop solutions for complex business problems. This change in focus has led to a natural progression in our marketing efforts as well. No longer does it suffice for our marketing team to throw the best parties and create beautiful documents – although they are very good at both those things. Instead, we've revamped our marketing team to focus on helping lawyers better serve their clients.*

**How has working closely with your Marketing Department been beneficial to the firm in the months since COVID-19 began?**

*Our marketing team began thinking about the potential effect of COVID-19 on our clients and the firm in mid-January before it became obvious what a substantial impact it would have on our country. The marketing team has been at the forefront of analyzing and helping lawyers understand client needs through that entire time. The team monitors emerging issues – particularly those that are unique to Texas -- on a daily basis, captures them in targeted communications to clients, and follows up with analysis of client response to those communications. They identify topics that would benefit from deep dive treatments and organize first-to-market webinars on those issues so that clients will have an early understanding of the impact of those issues on their businesses. Throughout the pandemic, they've encouraged lawyers to reach out to clients to have empathetic conversations about current needs and have provided useful tools to facilitate those conversations.*

**What are some new marketing initiatives that your firm has worked on as a result of COVID-19?**

*The marketing team has displayed a tremendous ability to pivot and has shown real creativity over the course of COVID-19. Drawing on our firm's relatively recent experience responding to Hurricane Harvey, our marketing team had a COVID resource center up and running and a COVID task force in place well before most firms, even before our firm began remote work. In response to client need for succinct and targeted communication, they developed a sortable FAQ on the website that has drawn industry attention for innovation, a newsletter that serves as a scannable, high-level digest of important issues, and a short, five minute podcast focused on a topic of immediate client interest. They've shifted from live events to virtual events with ease and increased our client touch points in the process. They have done all of this while working remotely and while continuing to engage in all of the regular work that goes on in the background.*

**How does your Marketing Department drive strategic plans and lead the charge in a time of change?**

*Our marketing team has been critical not only in driving response to COVID-19 but also in recognizing other important factors that impact the firm's business. As an example, the marketing team has been a key driver in our firm's work related to diversity and inclusion. They've helped us better analyze where we stand, created internal and external communications that convey where we are succeeding and what we are working on, assisted in assuring that we are devoting adequate resources to diversity and inclusion, and – most recently – have taken a leading role in organizing new diversity and inclusion initiatives including listening sessions, affinity groups, and outreach efforts.*

**What is your firm's most effective marketing channel?**

*I'm not sure that it is a marketing channel, per se, but Jackson Walker's most effective means of developing business is one-on-one outreach to clients. Over the last several years, as a firm we have taken steps to ensure that lawyers remain connected to their clients. We work hard to understand our clients' businesses and how we can help them with efficient and collaborative solutions.*

**What marketing and business development initiatives born out of COVID-19 will be used in the future?**

*There is very little that we've done during COVID-19 that won't be a permanent part of our post-COVID repertoire. From learning to do more with less – and remotely at that – to mastering new technology, we've learned valuable lessons from all that COVID has thrown in our path and we will incorporate those lessons into future best practices.*

**How do you see the legal industry changing in the next 5 years?**

*In many ways, the legal industry has changed more in the last five months than it has in most of the time that I have been practicing law. Five years ago, I wouldn't have believed you if you told me that lawyers would be routinely connecting with clients by video call instead of meeting with them face to face, could be as efficient from their home office as from their well-appointed downtown headquarters, and don't necessarily need their assistant right outside their door. But most of those things are process focused changes. Over the next five years, I believe legal work will become ever more complex because clients' business needs will become more complex. And, as technological solutions arise that can handle routine legal work, the need for lawyers to collaborate – with others in the firm and even lawyers outside of their firms – for the benefit of their clients will become more pressing. It is lawyers and firms that can master this interconnected world who will thrive. I think that's really exciting. In the end, we would all really much rather be true counselors to our clients than mere scriveners.*