

Julie Savarino

Chief Client Service & Value Officer, Business Development Inc.

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Julie Savarino is an attorney who holds an MBA in finance and marketing. Over thirty years, she has built an international reputation as a results-generating and award-winning expert in client development, client service, and business development for lawyers, law firms, professional service entities and providers.

During her career, she has successfully served in-house in business and client development positions for the law firms of both Dickinson Wright and Butzel Long. At Grant Thornton, she served as one of the accounting industry's first professional business developers. Julie is also a best-selling author on Amazon, and she designed and taught one of the first law school courses on client relations and development.

She advises, coaches, trains and works with lawyers, accountants, experts and other professionals to help generate significant and measurable new business by providing strategic, time-saving, effective and widely acclaimed business and client development advice, counsel, services, programs, introductions, and referrals. Julie's clients rave about the quality and utility of her services and programs because she makes business and client development easier and more streamlined and works hard to get things done.

Her clients say she is a strategic consultant and coach of the highest integrity, who attends to details and is a proactive coach and advisor, idea generator, innovator, outstanding speaker, process improver, problem solver, collaborator, and communicator. Julie develops and maintains relationships with hundreds of general and in-house counsel and other major buyers of outside legal and other professional services.

Julie Savarino Is a Top-Rated Speaker, Trainer & Presenter –

Julie is consistently rated as one of the best speakers at retreats, seminars, conferences and other programs for numerous firms, including the American Bar Association, Association of Legal Administrators, Association of Corporate Counsel, Australia's Law Practice Management Association, Australasia Law Firm Marketing Association, Bloomberg Law, Commercial Law Affiliates (now Meritas), Institute of Continuing Legal Education, Institute on Law Firm Management, International Bar Association, Legal Marketing Association (formerly NALFMA), Lex Mundi, LexisNexis, Marketing Partner Forum, National Association for Law Placement, Professional Development Consortium, many state, county and city bar associations (e.g., Chicago, Detroit, Orange County, Michigan), Thomson Reuters, and the National Association of Women Lawyers, among others

Julie Savarino Is a Leader & Innovator –

2020 – Published *Survive & Thrive Post-Pandemic: A Guidebook for Legal & Professional Services Providers* on Amazon, which became a #1 New Release in Amazon's Law Practice Education category

2018 – Published her first book on Amazon, *Master-Level Business Development Activity Checklists*, which became a #1 Best-Seller in Amazon's Law Practice Education category

2015 – Created the raved-about "Perfect Your Pitch" series of workshops

2014 – Created the time-efficient Rainmaking Express™ e-learning video series and the popular and award-nominated Rainmaker Coach™ app, a first-of-its-kind app in the legal industry

2006–2008 – Created one of the most content-filled websites available for business and client development information, available at www.BusDevInc.com

1993–2000 – Invented, created and founded the nationally acclaimed Marketing Partner Forum,™ now

owned by Thomson Reuters

1999 – Helped invent InsideCounsel’s annual *SuperConference*, held for seventeen years and is now owned by American Lawyer Media

1992 – Served as an adjunct professor at the University of Detroit Mercy Law School, where she designed and taught one of the country’s first law school courses on client relations and development

Julie Savarino’s Awards & Recognitions –

2020 – Named Top 100 Woman B2B Thought Leader on LinkedIn

2018 – Became a #1 best-selling author on Amazon in the Law Office Education category

2017 – Awarded a merit bonus from Dickinson Wright for contributions to the firm

2013–2016 – Nominated by the National Law Journal in the “Best in Lawyer/Law Firm Business Development Coaching” category

2013 – Nominated for a “Your Honor” award from the Legal Marketing Association for the first-of-its-kind Rainmaker Coach™ app

2007 – Won a “Your Honor” award from the Legal Marketing Association

2002 – Recognized as one of the “Top 100 Law Firm Consultants You Need to Know” by Law Dragon

2000 – Won an “Excellence in Continuing Legal Education” award from Thomson Reuters

1993 – Won a “Dignity in Law Firm Advertising” award from the American Bar Association

1988/89 – Won an “American Jurisprudence” award for outstanding student performance in trial practice and “Best Brief and Oral Advocate” award for moot court while attending the University of Detroit Mercy Law School

Books, Publications & Articles Written by Julie Savarino –

Books – *Survive & Thrive Post-Pandemic: A Guidebook for Legal & Professional Services Providers*; *Master-Level Business Development Activity Checklists* and *Perfect Your Pitch*, all published on Amazon; *Client Development & Relationship Management: Getting New Business in the Door* published by Business Development Inc.

App – The first of its kind, Rainmaker Coach™ app, available on iTunes®

Articles – Having written more than one hundred articles, Julie has been published in and/or quoted in American Lawyer, Australia’s Financial Times, Bloomberg, Lawyers Weekly, Legal Business (London), the National Law Journal, the Wall Street Journal, Legal Business World and many others

Studies – Benchmarking “Best Practices” in Client Development, and others associated with *The Marketing Partner Forum* which Julie invented, founded, and ran from 1993-2000 (now owned and operated by Thomson Reuters)

Blog – Located at <http://busdevinc.blogspot.com/>

Julie Savarino’s Key Skills & Capabilities –

- A non-traditional rainmaker, expert in client experience and value
- Assesses, benchmark, audits, updates, and improves marketing and business development departments and functions for professional services firms
- Coaches lawyers in business and client development strategy, plans and tactics
- Helps implement a range of strategic sales and business development initiatives
- Creates and implements sales, client service business, and client development-related process maps, touchpoints, and upgrades
- Designs and implements raved-about, award-winning, revenue-generating training coaching and cross-selling programs

- Develops, expands, and upgrades business development departments, programs, processes, and procedures using process mapping and other LEAN project management techniques.
- Measurably improves processes
- Organizes, manages, oversees, and implements professional business development efforts
- Provides cost-effective, outsourced business development services for firms
- Creates and provides highly rated retreat and meeting sessions, contests, and games
- Consults with and advises law firm leaders, lawyers, and other professionals

Julie Savarino's Education & Certifications –

- BS in political science from the University of Michigan
- MBA in finance and marketing from Michigan State University
- JD from the University of Detroit Mercy Law School
- Licensed lawyer in the state of Michigan
- Admitted to the Supreme Court of the United States of America (SCOTUS)
- White Belt certification – Legal Lean Six Sigma & Lean Six Sigma Project Management
- Founder and owner of Business Development Inc., a woman-owned business certified by the Women's Business Enterprise National Council

Giving Back & Pro Bono –

- Julie Savarino and her company, Business Development Inc., regularly donate to and support numerous charitable and community entities and efforts
- 2008 through 2014 - Julie donated over 2,500 hours pro bono as chief communication strategist for the case *Snyder v. Phelps*, heard in 2010 by the Supreme Court of the United States (SCOTUS). The case culminated on August 6, 2012, when President Barack Obama signed a new law containing a provision that limits all military funeral protests nationwide to two hours before and two hours after any such service

Representative Clients –

Associations – Australian Law Practice Management Association, Commercial Law Affiliates, International Bar Association, Lex Mundi, International Society of Primerus Law Firms, among others

Law Firms – Alston & Bird LLP, Bowman and Brooke LLP, Briggs and Morgan, Dickinson Wright PLLC, Dorsey & Whitney LLP, Finers Stephens Innocent LLP, Katten Muchin Rosenman LLP, Kenyon & Kenyon LLP, Kramer Levin Naftalis & Frankel LLP, Michael Best & Friedrich LLP, Orrick Herrington & Sutcliffe LLP, Schwabe, Williamson & Wyatt PC, Stoel Rives LLP, Weil, Gotshal & Manges LLP, among many others

Professional Services Firms – AlixPartners LLP, Ernst & Young, Milliman, Spherion Staffing LLC

Corporations – Bloomberg Law, CFI Group, LexisNexis, Thomson Reuters, among others