

About the Author

Bill Flannery is the president of The WJF Institute, headquartered in Austin, Texas. The Institute's primary focus is business development, client development, client relationship management, law firm marketing, and marketing support programs. Since 1988, The WJF Institute has conducted intensive small-group training sessions for more than 16,000 lawyers all over the world. The WJF Institute has worked with lawyers from 147 of the AmLaw 200 and thirty-one of the Global 100. The WJF Institute also trains lawyers from smaller law firms, who often attend group open-training sessions.

Bill graduated from the University of Maryland at College Park, Maryland, in 1967. He started his career in 1966 at the Department of Justice as an instructor. He later joined the Johns-Manville Corporation in its Washington, DC, office. In 1969, he joined the IBM Corporation in Washington, DC. While at IBM, he attended the University of Baltimore Law School and obtained his Juris Doctorate in 1973. He also attended the IBM/Harvard Advanced Business Executive Education Institute. His IBM career included assignments in marketing training, product marketing, large account marketing, the IBM corporate executive briefing program, corporate strategic planning, finance, litigation management, personal computer product development, and technology for the legal profession.

He was instrumental in creating a new IBM marketing group specializing in technology systems for the legal profession: the IBM Legal Profession Marketing (LPM) Group. The LPM Group was created in January 1980 in response to the growing technology systems needs of private practices, courts, governments, and in-house counsel in the United States and overseas. Bill's responsibilities included IBM's relationships with key law firm computer customers, corporate law departments' in-house legal systems managers, and IBM's outside counsel. He left IBM in 1988 and founded The WJF Institute.

Bill has been a special advisor to the American Bar Association (ABA) and the Association of Legal Administrators (ALA) on technology and marketing. He has served as a member of the ALA's Long Range Planning Committee. He has lectured on strategic planning, technology and business development, sales, and marketing at law schools as well as graduate and undergraduate schools in the United States and overseas.

Bill has published numerous articles on business development, marketing, technology, and law firm management in law journals and legal publications. He is a frequent speaker at Legal Marketing Association and other legal conferences.

The WJF Institute's Client Development and Relationship Management workshop was selected as a semifinalist for *Inc.* magazine's Marketing Masters Awards in 1997 for innovative marketing programs. Bill and the instructors at The WJF Institute have extensive experience in sales, marketing consulting, and training with various companies in the Fortune 500, the Global 1000, international brokerage firms, international accounting firms, high-tech companies, information services companies, worldwide court-reporting agencies litigation support providers, software companies, financial institutions, and a broad range of sophisticated consulting firms whose clients are the Fortune 500 and Global 1000.