ABOUT THE AUTHOR

With over four decades of professional experience in business and law, Ed Poll is the foremost expert in law practice management. Ed has been called as an expert witness in law firm management in trial courts and appointed as trustee of law firms accused of disciplinary violations. He is a thought leader who has written and produced more intellectual property than anyone else in this field and regularly shares his insights with attorneys across the United States as a coach, consultant, and syndicated columnist. He is an award-winning legal management consultant and has been quoted in the New York Times, the ABA Journal, and other leading publications.

Ed has a law degree from the University of California, Los Angeles, and an MBA from the University of Southern California. He practiced law for 25 years as in-house counsel, government prosecutor, sole practitioner, and partner in a small law firm. He was also the chief operating officer for a midsize law firm in the greater Los Angeles region.

Since 1990, Ed has been the principal of LawBiz® Management; he collaborates with lawyers to increase their gross revenue and net profits and reduce their stress. As the foremost expert on selling a law practice, he worked to create the ABA Model Rules of Professional Conduct Rule 1.17 and was the catalyst for its most recent expansion.


Ed is a fellow in the College of Law Practice Management®, a board-certified coach to the legal profession in the Society for the Advancement of Consulting®, and a charter member of the Million Dollar Consultant® Hall of Fame. He is the first recipient of the California State Bar (LPMT Section) Lifetime Achievement Award.

Ed created the LawBiz® Law Practice Management Institute; the 2014 program will focus on Women’s Leadership in the Law.

Ed and his wife, Paula, reside in Venice, California. In their spare time, they like to travel in their restored Airstream trailer. Ed is also an avid cyclist.