

ABOUT THE AUTHORS



Andrew Elowitz

Andrew Elowitz, JD, MBA, PCC, worked for over 20 years both in law firms and as the head of a corporate legal department before becoming a practice management consultant and professional certified coach. He is the Managing Director of New Actions LLC, a firm that specializes in talent, strategy, and leadership development for law firms, businesses, and government agencies.

His work focuses on the people side of legal practice: how lawyers manage, lead, thrive, change, and find satisfaction. He is regarded as an expert on the use of coaching and emotional, social, and conversational intelligences in leading and managing legal organizations of all sizes.

Andrew is a Fellow in the College of Law Practice Management, an International Coach Federation Professional Certified Coach, Vice Chair of the ABA Law Practice Division Publications Board, and founding member of its Lawyer Leadership and Management Board.

Andrew is regularly invited to conduct workshops and retreats for his clients and present programs to bar associations. He is the author of numerous books and articles

on various law practice management topics, including *The Lawyer's Guide to Professional Coaching: Leadership, Mentoring & Effectiveness* (American Bar Association, 2012).



Marcia Watson Wasserman

A seasoned legal management professional of more than 25 years, Marcia Watson Wasserman, Founder and President of Comprehensive Management Solutions, Inc., provides “C.O.O. To Go”™ services to boutique and mid-sized law firms. Her expertise includes operational management reviews, management development and training, succession planning, strategic planning, retreat facilitation, cash flow projections and financial management reports, recruitment, compensation and benefits administration, development of employee handbooks and job descriptions, business formations, and relocations.

As a thought leader, Marcia leads multiple monthly Managing Partners’ Roundtables focused on elevating the legal management discussion and sharing best practices. She serves as an Associate Editor and on the editorial board of *Law Practice* magazine and is also a member of the Law Practice Division’s Publications Board. Marcia frequently presents on law practice management topics at local, regional, and national conferences, and her writings can be found in leading legal publications. Marcia’s efforts have garnered the recognition of her peers as she is a Fellow in the College of Law Practice Management.

Prior to consulting, Marcia served as Chief Operating Officer and Executive Director at several law firms—both local and national—including an AmLaw 200 firm