



About the Author

Theda Snyder (known as “Teddy”) has practiced law as a solo, in BigLaw and in medium firms, as in-house counsel and outside litigation consultant. Based in Los Angeles, she currently mediates injury, insurance, and business disputes throughout California as SnyderMediations.com. Among other awards, she holds the highest Martindale ranking and has been inducted as a fellow in the College of Law Practice Management. Ms. Snyder earned her J.D. at Loyola University School of Law of Chicago and studied mediation at the Straus Institute for Dispute Resolution at Pepperdine University. She is the author of six books, including *Personal Injury – What’s My Case Worth* and four editions of *Women Rainmakers’ Best Marketing Tips*. She has written countless articles and presented numerous speeches for lawyers and the insurance and risk management industries.

In 1990, Ms. Snyder was among a group of women attorneys who put together the first Women Rainmakers American Bar Association annual meeting program. Martha “Marty” Africa spearheaded the push to create the Women Rainmakers Interest Group within the Law Practice Management Section. She chose Ms. Snyder to be her founding co-chair. Today, the Women Rainmakers committee is one of the most dynamic groups within the ABA.