

About the Author

Heidi S. Alexander, Esq. has dedicated her career to helping entrepreneurs build successful businesses. Early in her career, she worked with a women's business assistance center, spearheading economic development by assisting women to launch and grow businesses. She went on to become a lawyer; serving, in law school, as the editor-in-chief of the law review; clerking for a justice on the highest court of New Jersey; and practicing law at a small firm in Boston.

Aligning her interests in entrepreneurship, technology, and the law, Heidi opened a consulting business focused on technology and marketing for law firms. Ultimately, that led to her current work as a Law Practice Management Advisor and Director of Practice Management Services for Lawyers Concerned for Lawyers in Massachusetts. In this role, she advises lawyers on practice management matters, provides guidance in implementing new law office technologies, and helps lawyers develop healthy and sustainable practices. She frequently makes presentations to the legal community, contributes to publications on law practice management and technology, and collaborates with bar associations, including having served on the American Bar Association's TECHSHOW Planning Board.

You can follow Heidi on Twitter (@HeidiAlexander) and LinkedIn (www.linkedin.com/in/HeidiSarahAlexander).