

BIOGRAPHY



Alvidas A. Jasin

Director of Business Development

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Often mistaken for Tom Cruise's older, balding, and much-less-handsome cousin, Alvidas Jasin is Director of Business Development for Thompson Hine LLP, a corporate law firm with more than 400 lawyers in eight offices. In his eight years at Thompson Hine, Alvidas has been responsible for developing and implementing the firm's business development agenda—a comprehensive set of programs focused on helping to grow the firm's client base and revenues. His work has received national attention, as his department was ranked among the top ten (in 2006) and top five (in 2007) marketing departments in the country by *Marketing the Law Firm* magazine, an American Lawyer Media publication.

With nearly 20 years of experience, Alvidas brings to bear a wealth of best practices in marketing and business development from outside the legal profession. He has created and launched numerous marketing campaigns, client service team programs, and cross-selling initiatives for some of the world's largest professional services organizations, including Ernst & Young, KPMG, and Ernst & Young (he liked it so much the first time, he went back!). He began his professional career as a marketing communications specialist with Rockwell International.

Some of Alvidas' other accomplishments include: Chief Sales Officer Boardroom member, founding board member of the Legal Sales and Service Organization, President-Elect of LMA Northeast Ohio chapter, finalist in the 2003 and 2004 Marketing Director of the Year competitions (a two-time loser!), and May 2007 Customer of the Month at Starbucks Store #2274 (yes, all true!). Alvidas has written articles on various marketing topics and is a frequent speaker at regional, national and international events. In 2004, 05 and 08, he was the highest-rated presenter at LMA's National Conferences in Orlando, Phoenix and Los Angeles; he was also one of the top-rated presenters at LegalTech-Los Angeles and ALA's International Conference in Montreal. Although Alvidas is not listed in any *Who's Who* directories, he can be found in the 1998 edition of *What's That?* and the 2001 edition of *Does It Float?*

Alvidas spends some of his spare time supporting environmental efforts. In 2007, he was selected to attend an intensive three-day training program on global warming, led by former Vice President Al Gore and a team of environmental scientists. With this training, Alvidas is now part of The Climate Project, a select group of "global warming messengers" who are authorized and available to give a live version of Mr. Gore's Oscar- and Nobel-Prize-winning documentary, "An Inconvenient Truth." Alvidas has already given nearly 80 of these presentations to audiences across the country and has subsequently been invited back to Nashville to serve as a facilitator for future training sessions.

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