

Darryl Cross is vice president, client development, LexisNexis. He joined LexisNexis in 2004 and specializes in law firm profitability and growth strategies. Previously, he directed strategy for all of the LexisNexis client development offerings including client relationship management (CRM) and competitive intelligence systems.

Darryl's direct experience in professional service organizations includes his service as the Chief Marketing Officer and member of the Executive Committee of a law firm based in Cleveland, OH. During his tenure, he was awarded one of the most prestigious national awards in legal marketing, the Marketing Partner Forum's Excellence in Marketing Award, for "Creating a Sales Culture at a Law Firm." He was also a finalist for the 2003 National Marketing Director of the Year and 2004 Marketing Initiative of the Year.

Darryl is a member of the Legal Sales and Service Organization (LSSO) and serves on their Board of Editors. He is a former member of the Board of Directors for the Chicago and Capital chapters of the Legal Marketing Association (LMA). Darryl meets with over 300 law firms a year where he collects and shares best practices to provide business analysis that help them grow.