

DOUG HOOVER



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BACKGROUND

Doug Hoover has extensive experience in professional services marketing, client development and team leadership. Over the last ten years Doug has focused exclusively on the challenges associated with growing law firm revenues by developing productive business development operations, technologies and teams. He has consistently demonstrated the ability to grow practices by aligning their business development and marketing strategies with client priorities. He is an expert in the use of client intelligence and market assessments to direct the strategic growth initiatives of firms.

Doug is a Consultant with the *Client Development and Growth Practice Group* of Hildebrandt, a Thomson Reuters business. He advises law firm leaders on how to best grow the size, strength and profitability of their practices. He works directly with attorneys and staff on the management of effective client development programs.

Prior to joining Hildebrandt, Doug was the Director of Strategic Marketing for the *Business of Law* division of Thomson Reuters. He was responsible for the planning and execution of go-to-market strategies for a suite of competitive intelligence products and consulting services. He advised large law firms on the everyday management of information to drive client team planning, cross-selling, new client acquisition, RFPs, attorney pitch preparation, lateral hiring, practice expansion, office expansion and merger analysis.

Doug is a frequent speaker on law firm business development issues. He is a faculty member at the Hildebrandt Institute, the Marketing Partner Forum, West LegalWorks and the Marketing Director's Institute. He is a regular speaker for ARK Group USA, LSSO (Legal Sales & Service Organization) and a guest lecturer at the Professional Services Marketing graduate program at Emerson College, Boston, MA. His articles and commentary on the legal industry have appeared in *Strategies*, *Law Firm Inc.*, *Legal Marketing* and *Managing Partner Magazine*. He is an active member of the Legal Marketing Association and is current co-chair of the Service Provider's Advisory Committee.

EDUCATION

Stanford Business School: Executive Program - 2001
University of Arizona: BA - 1983; MA - 1986 *with honors*