

Rachael Loper

Rachael Loper is Client Services Manager at Nixon Peabody LLP in Washington, D.C. Prior to going in-house, she was the Director of Marketing and Business Development at Greenfield/Belser, the leading design firm for the legal industry, and is a veteran of Legal Times newspaper. Rachael co-authored LMA's white paper on law firms going green titled, "How Green is My Law Firm." The paper is cited by the ABA/EPA Law Office Climate Challenge and was called, "the most definitive in terms of how sustainability is moving into the American legal profession," by Dick Roy, co-director of the Center for Earth Leadership. She is the author of "It's All About Who Knows Whom," published in the March 2008 of ILTA's Marketing Technologies magazine. Most recently she published on collaboration with the library function within law firms to create competitive intelligence programs in an article titled "Evolve, Evolve, Evolve," in AALL's PLL Perspectives magazine, Fall 2008 issue.