



Tea Hoffmann

Chief Business
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Tea Hoffmann provides attorneys with the information, tools and resources necessary to retain and build their current customer base, to establish benchmarks for successful relationships and to target new businesses that parallel the Firm's ideal customer model. In her role as Baker Donelson's Chief Business Development Officer, Ms. Hoffman manages and directs the Marketing and Business Development Department, establishing goals and leading a team of more than twenty professionals. She offers in-house and public seminars on topics ranging from using data to develop a law practice to creating life-long client relationships. Ms. Hoffman also provides individual coaching to lawyers on topics ranging from sales techniques to time management.

Ms. Hoffmann earned her law degree in 1988 and joined a Nashville firm where she practiced business litigation, entertainment law, copyrights and trademarks. She then became in-house counsel for Private Business, a company providing financial software and business development support to banks, and was promoted to General Counsel in 1995. She was instrumental in taking the company public in 1998.

In 2001, Ms. Hoffmann left Private Business to create Legal Training Group. Over the next five years, she spoke to thousands of attorneys nationwide, producing training programs and consulting with more than 50 law firms throughout the United States on client development and retention, time management and practice management. Ms. Hoffmann joined Baker Donelson in 2006 and quickly rose to the position of Chief Business Development Officer.

Publications & Speaking Engagements

In addition to her numerous Firm-related speaking engagements, Ms. Hoffmann is a frequent public speaker across the United States on a wide variety of business development-related topics.

- Author - "The Proactive Practice: How to Move Your Firm From Reactive to Proactive" (2002)
- Author - "Masters of Success" (2004)

Professional Honors & Activities

- Certified life coach and executive coach - International Coach Federation
- Major in the Tennessee Army National Guard

- Senior defense counsel in the Tennessee Army National Guard TDS
- Founder and President – Legal Training Group (2001 – 2006)
- Member – American Marketing Association
- Member – Legal Marketing Association
- Member – National Speakers Association
- Member – American Society of Trainers and Developers

Admissions

- Tennessee, 1988

Education

- Cumberland School of Law, J.D., 1988
- University of Tennessee, Knoxville , B.A., 1985