**Ross Fishman speaker introduction:**

*Of Counsel* magazine wrote “Many people consider Ross Fishman to be the nation’s foremost expert on legal marketing.”

Ross specializes in strategy, branding, websites, and training for law and professional-services firms. A former litigator, marketing director, and marketing partner, he has helped over 200 law firms dominate their markets and trained over 10,000 lawyers in leading-edge marketing techniques.

A Fellow of the College of Law Practice Management, Ross was the first marketer inducted into the Legal Marketing Association’s “Hall of Fame.” He has written 300 bylined articles and four popular marketing books available on Amazon, including “The Ultimate Law Firm Associate’s Marketing Checklist” and “We’re Smart. We’re Old. And We’re the Best at Everything.”