



Kristen Leis

Chief Marketing and Business Development Officer

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t 704.335.2725



Kristen Leis is the chief marketing and business development officer at Parker Poe.

She utilizes her passion for the business of law, as well as her extensive law firm client development and marketing experience, to set the strategy for the firm's client relations and business development training, coaching, and planning, its competitive and business intelligence, and its marketing communications programs.

Kristen is a member of the Executive Committee and brings the voice of the client into the firm to influence and drive business strategy and success. She is a frequent speaker on related topics and maintains a niche focus on business development programs and coaching, client feedback initiatives, leadership coaching and growth, relationship management, process improvement, and team building.

She helped lead an initiative in which clients and attorneys teamed up to learn about increasing efficiencies together. Through that initiative hosted by Parker Poe, she earned a Yellow Belt Certification in Legal Lean Sigma® and Project Management from the Legal Lean Sigma Institute. She has also led an innovative yearlong "Mini-MBA" program at Parker Poe that helped attorneys, paralegals, and senior administration further refine their business acumen.

Kristen has 20 years of experience focused on providing superior client service to existing clients and engaging new clients for some of the most well-respected business law firms in the Midwest, Pacific Northwest, and Southeast.

PUBLICATIONS

- "Applying Efficient Business Strategies to the Legal Department," ACC Docket, February 2018
- "Budgeting War Stories: Teaming Up for Victory on the Budgeting Battlefield," Strategies Magazine, October 2017



CHARLOTTE OFFICE



EDUCATION

University of North Carolina at Charlotte
MBA, Concentration in Leadership & Management, 2018

The Ohio State University
Management Certification, 2003

Capital University
BA, Marketing, Sociology, 2000



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SPEAKING ENGAGEMENTS

- "Accelerate Collaboration: Driving Change One Silo Buster at a Time," Legal Marketing Association Southeast Regional Conference, September 2017
- "From Valuable to Invaluable: How to Add Value to Client Relationships," Legal Marketing Association Southeast, Columbia City Group, May 2017
- "Through the Looking Glass: Perspectives from Marketing Leadership," Legal Marketing Association Annual Conference, January 2017
- "Keep Your Eye on the Ball: What Every Good Coach Tells His or Her Players and What Every Player Expects of a Coach," Legal Marketing Association Southeast Regional Conference, January 2015
- "Get in the Game: How Gamification Can Supercharge Business Development," Legal Marketing Technology Conference West, January 2015
- "Your Honor Award Winner Case Studies," Legal Marketing Association Annual Conference, January 2013

HONORS

- Sales and Service Executive of the Year, Legal Sales and Service Organization (LSSO), 2018
- First Place, Your Honor Awards, Legal Marketing Association, Southeast Region, 2018
- Honorable Mention, Your Honor Awards, Legal Marketing Association, 2018
- Team of the Year Finalist, Legal Sales and Service Organization (LSSO), 2017
- Certification, Legal Lean Sigma and Project Management (Yellow Belt), 2017
- First Place, Your Honor Awards, Legal Marketing Association, Southeast Region, 2017



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- Honorable Mention, Your Honor Awards, Legal Marketing Association, Southeast Region, 2016
- Honorable Mention, Your Honor Awards, Legal Marketing Association, Southeast Region, 2015
- First Place, Your Honor Awards, Legal Marketing Association, 2013
- Legal Marketer of the Year, Unsung Legal Heroes, Daily Journal of Commerce "DJC" of Oregon November 2011

MEMBERSHIPS

- Manzama, Inc., Global Client Advisory Board (CAB), 2015-present
- Society 54, Board of Advisors, 2015-present
- National Multiple Sclerosis Society, Greater Carolinas Chapter, Gatsby Gala Committee member, 2017
- Legal Marketing Association, 1998-present