



TIM
CORCORAN

Speaker Introduction

Tim Corcoran is a former CEO who now guides law firm and law department leaders through the profitable disruption of outdated business models. Tim is a Fellow and former Trustee of the College of Law Practice Management, past President of the Legal Marketing Association and a member of its Hall of Fame, an American Lawyer Research Fellow, a Teaching Fellow in the Master in Legal Business program at the Australia College of Law, a frequent presenter at lawyer retreats and legal conferences, a writer whose articles are published regularly in leading publications, and he's regularly quoted in major media sources. He also authors the widely read Corcoran's Business of Law blog.

Full Bio/CV

Tim Corcoran is a legal management consultant now based in Charlottesville, Virginia, after spending 20+ years in the New York City area. Tim has a global client base and works regularly in the US, Canada, Australia, and the UK. As a keynote speaker, author, and legal commentator, Tim brings his deep experience from over two decades as a senior corporate executive to guide law firm and law department leaders through the profitable disruption of outdated business models. His disruptive, confident, and sometimes irreverent stage presence enables him to bring levity to topics of particular gravitas while masterfully navigating tough discussions from a refreshing perspective. His clients and audiences particularly enjoy Tim's simplification of complex concepts, his practical and actionable advice, his deep understanding of both the psychology and economics of change, and his willingness to speak truth to power.

For **law firms**, Tim advises on:

- operationalizing strategy or turning ideas into action
- realigning partner compensation to better align with strategic priorities
- improving profits by embracing better performance metrics, adopting more strategic pricing, and implementing more efficient matter management
- training current and future leaders
- improving the business development culture and BD/marketing function

For **law departments**, Tim advises on:

- embracing performance analytics tied to business velocity
- managing outside counsel and preferred panel programs

For **legal service and legal tech providers**, Tim advises on:

- salesforce readiness
- refining the go-to-market strategy

Tim served as President of the 4,000+ member Legal Marketing Association and is a member of its Hall of Fame, he's a Fellow and past Trustee of the College of Law Practice Management, an American Lawyer Research Fellow, a Teaching Fellow in the Master in Legal Business program at the Australian College of Law, and a sought-after speaker and writer on topics related to the changing business of law. He also authors Corcoran's Business of Law blog.

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