



ANN LEE GIBSON, PH.D.

EDUCATION

Ph.D., The University of Texas at Austin,
Educational Research and Program
Evaluation, 1973

B.S., Mississippi College, Chemistry, German,
1968

Johannes Gutenberg Universität,
Mainz, Germany, 1966-67

LAW FIRM CHIEF MARKETING POSITIONS

Gibson, Dunn & Crutcher, LLP, 1996-97

Nossaman, Guthner, Knox & Elliott, LLP,
1991-96

LEGAL MARKETING ASSOCIATION

National Board of Directors Member at
Large, 1998-2000

Co-chair, 1998 Annual Conference
Los Angeles, California

Los Angeles Chapter Vice President, 1993-94

Member, Committees and Task Forces:
Research, Strategic Alliances, Resources and
Development, Strategic Planning, Certifica-
tion, 1998-present

Faculty, LMA Annual Conferences
1999, 2000, 2001, 2003, 2004, 2005,
2006, 2008, 2009

LMA Hall of Fame, inducted 2009

AMERICAN BAR ASSOCIATION

Member, Law Practice Management Section

Editorial Board and Columnist, *Law Practice*,
2002-2009

COLLEGE OF LAW PRACTICE MANAGEMENT

Fellow, inducted September 2006

Ann Lee Gibson advises law firms on projects and issues concerning new business development. She consults with firms and trains and coaches lawyers in the areas of high-stakes competitions, sales presentations, and competitive intelligence. She also works with firms that want to grow strategically by helping them develop competitive intelligence and proposal systems.

Since Ann began her consulting practice, she has helped law firms compete for and win over US\$750 million in new business.

When in-house, Ann worked with law firm leaders and lawyers to identify and respond to business development opportunities. She and her marketing departments developed winning proposals and planned and coached lawyers' sales presentations. Starting in the early 1990s, she led client satisfaction feedback programs and facilitated client feedback panels.

She has authored scores of articles on new business competitions, competitive intelligence, and the changing legal marketplace. Her writings have been published in *The National Law Journal*, *Marketing for Lawyers*, *Strategies*, *California Daily Journal*, and the American Bar Association's *Law Practice*. She and her work in competitive intelligence for law firms have also been profiled in *The ABA Journal*.

Ann speaks regularly at law firm retreats and at legal industry conferences and seminars, including those of the Marketing Partner Forum, the Legal Marketing Association and the Ark Group's Annual Summit on Competitive Intelligence in the Modern Law Firm. She facilitates conversations among in-house counsel and law firms that gather to discuss issues of importance. Ann blogs on competitive intelligence issues at <http://lawfirmci.blogspot.com>.

In 2006, Ann was inducted as a Fellow into the College of Law Practice Management. In April 2009, she was inducted into LMA's Hall of Fame. This lifetime achievement award honors individuals who have made extraordinary contributions to the legal marketing industry and represents the highest levels of experience and leadership in legal marketing.

In 2010, Ann's book *Competitive Intelligence: Improving Law Firm Strategy and Decision Making* was published in London by The Ark Group/*Managing Partner*.