

### ***Jordan Furlong Biography 2013***

***Jordan Furlong*** is a lawyer, consultant, and legal industry analyst who forecasts the impact of the changing legal market on lawyers, clients, and legal organizations. Over the past five years, he has addressed dozens of audiences (including law firms, state bars, law societies, bar executives, law schools, judges, and many others) throughout the United States and Canada on the evolution of the legal services market. In 2012, he was named by Canadian Lawyer magazine as one of Canada's 25 Most Influential Lawyers.

A partner with global consulting firm [Edge International](#) and a Senior Consultant with [Stem Legal Web Enterprises](#), Jordan is a Fellow of the [College of Law Practice Management](#) and Advisory Board Co-Chair of the Institute for Law Practice Management and Innovation at [Suffolk University Law School](#) in Boston. His blog, [Law21](#), has been named five straight years as one of the top 100 legal blogs in North America by the ABA Journal. He is the author of [Evolutionary Road: A Strategic Guide to Your Law Firm's Future](#) and co-author of [Content Marketing and Publishing Strategies for Law Firms](#). He lives in Ottawa, Canada.