



Christina R. Fritsch, J.D.

Client Development Consultant
892 Durant Place NE
Atlanta, GA 30309
404-249-9914

CF@ClientsFirstConsulting.com

Education

J.D., Emory University School of Law, 1999-2001
B.S., Journalism & Communications [with highest honors] University of Florida, 1985-1989

Previous Positions

LexisNexis - Client Development Consultant
Martindale-Hubbell – Regional Director / Legal Technologist / Senior Regional Account Manager
King & Spalding – Web Specialist / Designer
Destinatia Consulting – Technology Consultant

Presentations

Business Development – What Works, What Doesn't and What's Next
Enhance Your Company's Relationship Intelligence
Trends in Technology - Using Technology to Enhance Profitability
Sustaining Law Firm Web Marketing Efforts
Presentation Skills for the Courtroom and Beyond

Articles

Four Approaches to Law Firm Sales and Business Development
Thinking Strategically, Lessons From Market Leaders
Exciting Developments in Electronic Marketing
Implementing Change in a Law Firm
Attracting Clients with Web Site Usability
Initiating an Effective Client Survey Program
Why Can't Our Managing Partner Find Our Website

As Client Development Consultant, Chris Fritsch partners with top law firms across the country to provide Business Development facilitation and coaching solutions to help firms grow and increase revenue and profitability.

She also helps firms choose the right Business Development technology solutions to support their Business Development efforts and maximize their return on investment.

She also writes and speaks nationally on business development, competitive intelligence, legal marketing and legal technology.

In her former role as a Regional Director, she coached, trained and motivated a team of newly hired salespeople to become the top performing team in the company in under a year.

As a Senior Regional Account Manager, she managed multi-million dollar book of business and achieved double digit revenue growth each year.

In her former role as a Legal Technologist, Chris advised top law firms and professionals about competitive intelligence and innovative uses of Internet technology.

Chris received her law degree from Emory University School of Law in Atlanta, GA, where she served as Managing Editor of the Emory International Law Review, as well as student and faculty technology consultant.

Before joining LexisNexis, Chris worked as a Web Designer for a top Atlanta law firm and as a Technology Consultant and Webmaster for Emory Law School. She was also Managing Partner of a consulting firm specializing in providing technology solutions for attorneys.

Before venturing into Law and Technology, Chris owned and operated a chain of restaurants in Jacksonville, Florida.

When she's not busy keeping Delta Air Lines in business, Chris helps her Catahoula Leopard Dog, Foster, compete in Frisbee championships – and she aspires to someday be the person Foster thinks she is.

