

Verrill

James Durham

Chief Operating Officer

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Jim works with firm leadership to manage all aspects of the firm's operations, with the goal of achieving operational excellence, enhancing client service, and supporting professional staff development and engagement. Jim plays a critical role in leading the implementation of the firm's strategic plan and overseeing the senior leadership team.

Jim has significant experience as a member of the C-Suite at several prominent international law firms over the past two decades. In these roles, he primarily has focused on client service, client relationships, and business development, all crucial elements of driving success at Verrill today.

Jim was Founder and President of The Law Firm Development Group, Inc., where he provided over 100 law firms with strategic planning advice, and training in the areas of leadership, client service and client development. Most importantly, perhaps, Jim has conducted over 250 in-person client interviews to determine client satisfaction and perceived value.

Prior to his career in law firm management, Jim was a practicing lawyer, VP of Marketing and General Counsel of Senior Tour Players, Inc., and Senior VP of Sponsorship and Affiliate Relations at Major League Baseball Advanced Media.

Jim is the author of several books, including *The Essential Little Book of Service Excellence*, *The Law Firm Marketer's Guide to Survival*, and *The Essential Little Book of Great Lawyering*. He is also the co-editor and contributing author to *The Lawyer's Guide to Marketing Your Practice* (published by the American Bar Association). Jim has been a frequent speaker at both national and international conferences on a wide range of topics, including the importance of innovation for law firms – particularly innovation that improves the client experience. Jim also has completed Advanced Leadership Programs at The Harvard Law School and the Kellogg School of Management.

Education

- Emory University School of Law (J.D.)
- Harvard College (B.A., *cum laude*)

Honors

- Hall of Fame, Legal Marketing Association
- Fellow, College of Law Practice Management