The CRM Identity Crisis

Can Client Relationship Management deliver on the promise?

#ILTAG107

BRAD MILLER

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Brad has been involved with marketing technologies since the mid-90's, with a focus on the legal industry for the past 15 years. At AmLaw 100 firm Blank Rome, Brad is responsible for the strategic direction of the firm's marketing and business development systems and e-marketing initiatives. His knowledge in this area is extensive, with experience implementing ERM and CRM systems, CRM dashboards, opportunity and matter tracking, experience management systems, pitch and proposal generation tools, e-marketing products, and the design and launch of numerous websites and blogs.

Brad speaks frequently on various marketing technology topics, including presentations to the Delaware Valley Law Firm Marketing Group, the Association of Legal Administrators, the International Legal Technology Association, and numerous local CRM special interest groups. He previously sat on the steering committee of ILTA's Marketing Technology Peer Group and remains involved with various ILTA communities. He is a member of the Delaware Valley Law Firm Marketing Group and former committee chair of the Metropolitan Philadelphia Chapter of the LMA. Brad graduated with Honors from the University of Richmond and holds degrees in International Business and Finance.

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SCOTT WINTER

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Scott Winter has been a member of the LexisNexis team since 2006. He currently serves as Head of Product Management for InterAction, leading the product management team, overseeing the product roadmap and engaging customers on product needs. Scott also serves as a Senior Client Engagement Manager, working with law firms and other professional services firms to see the value of the InterAction portfolio and implement CRM best practices. Previously, Scott was a Product Manager for InterAction, leading the development and global launch of Business Edge. He was also involved in the modernization of IQ and enhancements to Mobility, InterAction for Microsoft Outlook (IMO), and Core InterAction.

With more than 12 years of consulting, sales, and product management experience, Scott has proven success understanding the market, leading projects, re-engineering processes and workflows to improve revenues, margins, and workplace productivity for local businesses and Fortune Global 500 companies.

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