

# Sona Pancholy

## Objective

Create value for key stakeholders in the enterprise through inclusive, innovating and highly-responsive services that delight the client, team members, and industry leaders.

## Experience

### **President, Meritas**

**2020-Present**

- Serve as an officer, spokesperson, and champion of the premier global network of independent law firms.
- Lead global team of employees and consultants to design and deliver services that further the mission of the organization and continuously increase the value of membership.
- Ensure the highest quality standards to maintain the network's market-differentiation and excellence in client service from member firms.
- Set industry-leading expectations and support member firms' goals to remain independent and dynamic mid-market law firms.
- Ensure strict financial and governance controls over nonprofit organization.

### **Senior Director, Marketing Services, Bloomberg BNA**

**2015-2019**

- Lead unique marketing services team generating \$10 million revenue in 2018.
- Work closely with AmLaw 100 and Big 7 firms to create marketing campaigns leveraging Bloomberg brand and audience to provide value to the firm.
- Build a team with a sense of urgency, constant innovation and subject matter expertise.
- Establish budgets, staffing needs, and best practices that ensure growth and profitability.
- Infused marketing services with measurable diversity & inclusion commitments.

### **Director of Business Development, Stinson Leonard Street LLP**

**2014-2015**

- Merged practices, tools, and workflows for new national business development team post-merger.
- Established training program creating a new business development coaching service for law firm partners.
- Created a client-feedback program, surveying 800+ clients regarding service, value, and project management.
- Launched an account-based marketing initiative, providing criteria for inclusion, milestones and reporting.

### **Director of Business Development, Venable LLP**

**2010-2014**

- Built and led team of business development professionals across multiple offices that supported the strategic marketing needs of 600 lawyers.
- Managed \$7M business development budget, establishing processes to identify return on investment.
- Led the strategic launch of new practice and industry groups, instilling best practices for the team.
- Promoted within 2 years, upon demonstrated success and impact supporting business development for key partners and practice areas.

**Trainer & Coach, SNP International LLC**

2007-2010

- Founded coaching and training business to provide services to lawyers globally.
- Trained teams and individuals on client relationship management, team building, and business development.
- Delivered strategic plans for organizations to navigate succession planning, launching new products, and changing business models.
- Launched and operated business profitably with year-over-year growth despite economic downturn in industry.

**Client Service Team Counsel, Akin Gump Strauss Hauer & Feld LLP**

2005-2007

- Implemented client service and retention strategies, including providing training on team-building, client relationship management, and business development strategy.
- Promoted a culture of client-focused business development through demonstrated success of cross-selling, institutionalizing clients, and creating scalable processes.
- Responded to RFPs and prepared teams for pitches, increased win-rate by 70% for team proposals.

**Associate Counsel, International Municipal Lawyers Association**

2000-2005

- Designed and produced live events for international trade association for municipal attorneys.
- Created new profit-center, tripling revenue in five years.

**Program Director, World Jurist Association**

1995-2000

- Designed and produced live events, generating 70% of Association budget.
- Managing Editor for various publications, generating 25% of Association budget.

## **Presentations & Awards**

**2023 Ally of the Year, Corporate Counsel, Women, Influence & Power in Law Award****The Jabot Podcast**

- Making Lasting Changes in the Legal Industry (Season 1, 2021)

**ACC Docket**

- We're in This Together, How Your Outside Counsel Can Support Your DEI Efforts (May 3, 2021)

**Diversity Lab / Hackathon**

- Keynote Speaker at the 2018 Spring Event (*Impact of Diversity Initiatives*)

**American Bar Association, Law Practice Division**

- Speaker at the 2016 Spring Meeting (*Can you Afford to Not Be Social? The Ethical and Effective Use of Social Media*)
- Speaker on December 2015 Webinar, (*How to Ethically & Effectively Use Law Practice Managers, Business Analysts, Client Service Professionals*)
- Speaker at the 2014 Annual Conference (*Tips for Understanding What Your Law Firm Needs From You*)

**Legal Marketing Association**

- Speaker at 2006 Annual Conference (*Building a Culture of Collaboration – Business Development in Today's Market*)

## **Education**

<b>Masters of Law, Washington College of Law</b>	<b>1998</b>
<b>Juris Doctor / Bachelor of Arts, Boston University School of Law</b>	<b>1995</b>

## **Volunteer Leadership Experience**

<b>American Bar Association, Law Practice Division</b>	<b>2012-2017</b>
• Vice Chair, Education Board	
<b>American Association of University Women</b>	<b>2009-Present</b>
• International Fellowship Program (Past Chair, 2011-2014)	
• International Projects.& Grants Program (2015-Present)	