

2019 Presidents' Gift

Nomination form for Meredith Rosenblatt

Nominator:

Nominator Name: Erica Yates

Nominator Company: Burr & Forman LLP

Nominator Title: Director of Business Development

Nominee:

Nominee Name: Meredith Rosenblatt

Nominee Title: Business Development Manager

Nominee Extra-Curricular Activities: Board Member, Distinguished Young Women of Music City Member, Lawyer's Association for Women, Marion Griffin Chapter

Extra-Curricular Activities within LMA: Member of the Nashville and Southeast Regional Chapter. As I am within my first year of membership in LMA, I am not yet qualified to hold a leadership role.

Essay:

When asked what kind of law I practice, I respond "I don't." I'm a reformed attorney, finding that I like the business side of law much more. After working several years in a legal services company, I knew I wanted to shift my focus from in-house legal departments to a law firm. I joined the Business Development team at Burr & Forman in early 2018 and have never been happier. I enjoy helping my practice groups and attorneys identify strategic directions and opportunities to grow their business, while also playing a role in the firm's efforts to maximize efficiency and use data in new and innovative ways.

At the LMA Annual Conference, I look forward to break-out sessions where I can learn how to effectively use my data analytics experience in my new role. My attorneys are more likely to respond to a strategic business plan based on concrete facts, supported by data, which justifies the strategy. Not only will I gain credibility with my attorneys, I can also be a better advocate for over-arching goals and strategies on the BD team. Ultimately, I plan to walk away from the conference with at least five new tools or concepts to introduce into how I perform my job, as well as how to measure their effectiveness. Knowing what doesn't work in my firm is just as important as knowing what does. Not only can I share these lessons with my team to develop best practices, but also with both my local and regional LMA chapters. Knowledge sharing is the best advantage I have gained through my membership in LMA, and I look forward to being able to give back as much as I have obtained.

Taking on a new profession is daunting at best. My career has not looked the way I anticipated: I graduated from law school into the worst part of a recession, moved to a new city where I knew no one and didn't have any job prospects, and fell into the legal services side of law, which I never knew existed. I am proud of the accomplishment of taking all those less-than-ideal circumstances and not only overcoming them, but turning them into a career that is more fulfilling than I could have ever imagined. I come to work excited about what I do, the impact I can have, and how I can deliver results

for my team. Most importantly, I am learning to practice what I preach to my attorneys: you have to get out of your office in order to find that next best thing. Attending the Annual Conference allows me to push my comfort zone, learn from my peers, and make new meaningful connections in the industry.