
BIOGRAPHY



Eric Dewey, MBA is a principal with Group Dewey Consulting and the creator of eLegal Training, LLC. He has more than 25 years of experience training and coaching lawyers and other professionals in practice and business development. He is the former chief marketing officer of several large law firms and has extensive experience in legal services, financial services, commercial real estate, and management consulting. His clients range from the nation's largest law firms to numerous midsize and specialty boutique law firms.

Eric also owns and created eLegal Training, LLC, an online eLearning website for lawyers with 200 video training courses covering business development, writing for clients, feedback, delegation, negotiations, time management, and more. Courses have been professionally designed using the latest instructional design techniques and include quizzes and exercises to ensure knowledge transfer and skills development. The site is a SaaS professional development site which can be branded by law firms to deliver online training to lawyers and their clients. It features automated progress reporting and notifications, gamification, integrated webinar and video conferencing, mobile access, discussion groups, and the largest forms and guides library in the industry.

Eric is a leading U.S. authority on lateral partner hiring performance. He is the co-author of *Surmounting the Lateral Partner Hiring Challenge: Lessons Learned, Best Practices and Tools for Success*, a research publication of The American Lawyer and Group Dewey Consulting. He provides lateral coaching, interview training, lateral hiring program analysis, client book due diligence, and other services related to lateral recruiting, hiring and integration.

Eric regularly contributes to, and has been quoted in, numerous top legal and business publications and blogs including The American Lawyer, Law Practice Management, Legal Marketing Strategies, Marketing the Law Firm, The Recorder, The Wall Street Journal, Professor Stephen Harper's The Lawyer Bubble, numerous business journals and related publications. He is one of the top authors on the topic of legal marketing and business development on JD Supra. A frequent speaker, Dewey's innovative concepts in practice development, lateral recruiting, competitive and client research, business development, and cross selling have been featured at national and regional conferences and seminars of The Association of Legal Administrators, The Legal Marketing Association, The American Association of Law Librarians, The American Bar Association, The Managing Partner Forum, and many others.

Dewey holds an MBA from Ohio University and professional marketing certifications from The University of Colorado and the University of Michigan in financial services and commercial real estate marketing.

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