



Roberta Montafia

Chief Professional Development Coach

Roberta Montafia is widely regarded as a global leader in legal marketing. As the Chief Professional Development Coach at On Trac, she helps marketing and other law firm managers develop a clear vision for their firm and a roadmap for implementing it. Her clients appreciate her insight into the inner workings of law firms of various sizes and geographical locations and her practical, time and experience tested methods of leading and managing law firms.

Experience

Roberta knows it takes more than a good idea to move a firm forward. It takes the vision and fortitude of a good leader and the backbone of a well-run and engaged team.

From inception to implementation

Roberta helps firm leaders take the threshold step of articulating their firm's vision in a way that creates engagement. Then with the firm's leadership team, she designs customized implementation plans that are integrated with a firm's strategic plan and resources, while being grounded in reality and respectful of the character and culture of the firm. The outcome? **An attainable and sustainable vision.**

What why and how

Many technically brilliant plans languish on shelves and in file cabinets. They are overwhelming in their breadth and tend to focus only on the "why", neglecting the very practical "how". Roberta's advice is balanced between a laser-like focus with carefully defined action steps and respect for finite firm resources. The outcome? **Practical, actionable plans.**

Industry leadership

Roberta believes in giving back and is recognized as a mentor and educator to junior members of the industry.

Her honours include:

- College of Law Practice Management: Fellow
- Legal Marketing Association Hall of Fame: Lifetime Achievement recognition
- Legal Sales & Services Organization: Advisory board member

The outcome? **Insight. Foresight. Strategic advice.**

Key skills

Coaching/Training:

- Marketing and business development
- Leadership
- Client service

Marketing:

- Department audit and firm needs assessment
- Team structure, development, training and management
- Branding
- Internal and external communications

Education

Roberta has a Bachelor of Arts from the University of Massachusetts and a J.D. from Suffolk University Law School.

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