



*Law firm marketing*

## **Legal A Team provides big firm marketing support for smaller firms and solo practice lawyers**

**TORONTO, ON - WEDNESDAY, JULY 16, 2014** – The LegalATeam launches today at [www.TheLegalATeam.com](http://www.TheLegalATeam.com). Mid-sized and small law firms as well as solo practice lawyers can now have the same calibre and quality of business development coaching and training, marketing, strategy, branding, public relations, social media and website development as Canada’s top 20 law firms.

“While large national law firms have dedicated marketing and business development resources, small- and mid-sized firms don’t have that luxury. Legal A Team fills a need for top-notch business development and marketing in the growing mid-market,” says co-founding partner Gary Mitchell.

Mitchell has provided business development coaching to Borden Ladner Gervais, Davis LLP, Fraser Milner Casgrain [now Dentons], Gowlings, and McMillan.

“Legal A Team has small firm focus and big firm experience,” adds Mitchell.

“Culture change has now caught up to the legal profession. The current disruption in the legal profession from ‘big law’ to ‘lean law’ means opportunity for those law firms that are both savvy and nimble to create new business and revenue models, and promote those to their clients,” says co-founding partner Jana Schilder.

The LegalATeam is comprised of three very senior practitioners, each an expert in their field. Equally important, each practitioner has a track record of working with law firms and lawyers to deliver measurable results.

Vancouver-based **Gary Mitchell** is a business development coach and trainer with 10 years of experience. Mitchell is also the author of *Raindance: the Business Development Guidebook for Lawyers*, published by Carswell in 2012. *Raindance Two: the Blueprint for Growing Your Practice* is scheduled for publication by Carswell in fall 2014. Mitchell is also a columnist for *The Lawyers Weekly*.

Toronto-based **Jana Schilder** is a media relations and public relations (PR) expert who has been working with law firms and lawyers since 1993, when she was marketing director of McCarthy Tetrault, then Canada’s largest national law firm. In addition to PR, Schilder has extensive expertise in culture change

and change communication at Canadian National Railway, Hydro One, and Nortel, spanning three decades. She also writes for *The Huffington Post* on reputation and public relations issues in Canada.

Boston-based **Roberta Montafia, J.D.**, is a marketing and branding expert for law firms. Montafia was the global chief marketing officer at Baker & McKenzie. She was also the first marketing director at Appleby's, one of Bermuda's largest law firms. She is a Fellow of the College of Law Practice Management, a 2008 inductee in the Legal Marketing Association Hall of Fame, and a former President of the Legal Marketing Association.

Clients of The Legal A Team can hire all or some of the marketing and PR practitioners. And unlike other agencies, clients get the expertise of the actual Legal A Team practitioner, not a junior. Clients can start with the marketing specialty they feel they need the most, right now. Over time, clients can expand their marketing efforts.

#### CONTACT

Gary Mitchell  
[gary@ontraccoach.com](mailto:gary@ontraccoach.com)  
(604) 669-5235

Jana Schilder  
[jana@janaschilder.com](mailto:jana@janaschilder.com)  
(416) 831-9154

Roberta Montafia  
[roberta@ontraccoach.com](mailto:roberta@ontraccoach.com)  
(617) 852-3191