



George Brandon

George is a seasoned management, business development, marketing and IT professional with over 30 years of experience in the legal services industry. Today he is the president of LegalXcellence LLC, specializing in working with attorneys and law firms to develop business. He is an experienced business development coach and marketing director with a proven track record of helping lawyers achieve their business development goals. He has also been instrumental in implementing CRM and practice management systems for over 150 law firms. Throughout his career, he has made significant contributions to some of the world's largest international law firms, specializing in marketing, business development, managing, hiring, and technology.

George has earned esteemed titles and affiliations, including Fellowships at the College of Law Practice Management and the Institute of Administrative Management. He is a qualified member of the Chartered Management Institute and the British Institute of Facilities Management. Notably, he received recognition as California's Law Firm Development Specialist of the Year in 2019.

George authors a monthly business development column for lawyers in the 'Daily Journal'. His column, named '[The Source](#),' provides insights and practical advice aimed at driving the advancement of attorney business development. Published the last Friday of each month.

[Return to Homepage](#)

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