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## Top Skills

Venture Capital

Startups

Development Strategy

## Certifications

Co-Active Professional Coach Training \*In-Progress\*

Experiential Learning Masterclass: Elevating Attorney Skills in a GenAI World

## Publications

Attorney Career Advancement: Positioning Your Niche Practice

ATTORNEY DEVELOPMENT IN A HYBRID WORLD

Time for Associates to Step It Up: 6 Things Law Firm Associates Can Do Today to Secure Their Jobs in a Recession

2022 Early Career Attorney Report

# Lana Manganiello

Law Firm Growth Leader with a Client-Centric Approach to Legal Services | Attorney BD Strategist & Coach | DEI Advocate Driving Law Firm Talent Enhancement Programs | Author of Careers in Business Law

Los Angeles Metropolitan Area

## Summary

With over 15 years of experience in coaching and training lawyers and professionals in business development and strategic planning, I am focused on driving growth and engagement within law firms.

As President of Counsel for Justice (CFJ), I lead a remarkable legal services organization of nearly 30 employees and hundreds of attorney volunteers, guiding a team that delivers essential legal services to over 10,000 individuals annually.

My business development expertise is rooted in a diverse background that spans consulting and direct roles within professional service firms. I have collaborated with numerous AmLaw200 firms to enhance their business development capabilities, focusing on the strategic formation and management of industry groups. This includes crafting tailored business development and marketing strategies, fostering cross-practice collaboration, and enhancing client engagement. I have been a pioneer in integrating generative AI into these processes, training legal marketers and business development professionals to leverage AI tools for optimizing client interactions, generating compelling content, and conducting market analysis. These initiatives have been instrumental in embedding industry groups into firms' broader business strategies, driving growth and innovation.

At CFJ, my growth efforts are centered around securing funding, developing comprehensive business strategies, and enhancing collaboration with law firms, corporations, and community organizations. I am responsible for guiding the organization's vision and strategic direction, ensuring that our initiatives align with both our mission and the broader goals of the legal community. This role requires a deep understanding of the legal landscape and the ability

to navigate complex stakeholder dynamics to achieve sustainable growth.

Certified in Diversity and Inclusion from Cornell University, I am committed to advancing diversity within the legal profession. I developed the Associate Advancement Accelerator program to mitigate burnout and enhance career satisfaction by fostering early career development and skill-building. In an era of remote and hybrid work, these structured learning opportunities are essential for maintaining engagement and growth.

I have been recognized with multiple awards for my contributions, including "Global 100 Leaders in Legal Strategy & Consulting" and "DEI Community Impact Award." Additionally, I am the author of the ABA's "Careers in Business Law," offering insights into building successful legal careers.

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## Experience

### Counsel for Justice - LA County Bar Association

President and Board Member

2019 - Present (6 years)

Los Angeles, California, United States

Counsel for Justice (CFJ) is a leading legal services organization providing critical support to underserved communities. As President, I lead strategic initiatives, and oversee a team of nearly 30 employees, and hundreds of attorney volunteers.

**Strategic Leadership and Governance:** Develop governance processes, enhancing accountability and strategic direction. I lead efforts to diversify the board, aligning it with CFJ's goals.

**Business Development and Funding:** Direct CFJ's development activities, work to secure funding, and establish partnerships with law firms, corporations, and community organizations. I initiated the "Champions for Change" law firm partnership program, fostering skill development and collaboration among attorneys through structured pro bono opportunities, involving law firm clients.

Operations and Financial Oversight: Oversaw improved structure for grant management and financial operations, ensuring CFJ's sustainability and efficiency.

Stakeholder Engagement and Visibility: Strengthened CFJ's profile within the legal community by enhancing public relations and organizing key events, thereby increasing engagement and support from stakeholders.

Training and Development: Implementing comprehensive training programs structure for staff and volunteers, focusing on developing professional and technical skills.

Innovation and Growth: Leverage technology and data analytics to improve service delivery and expand CFJ's impact, continuously adapting to the evolving needs of the community and legal profession.

My leadership enhances CFJ's capacity to deliver essential legal services, fostering a culture of pro bono work that benefits both attorneys and the community.

## Consulting Firms

Law Firm Business Development Consultant

2018 - Present (7 years)

Greater Los Angeles Area

I oversee service offerings tailored to clients' unique needs in the legal sector, including strategic planning, operations management, and client engagement.

- Business Development Strategy: I lead initiatives enhancing business development across AmLaw200 firms, focusing on sector-specific and industry groups. This involves crafting tailored strategies, fostering cross-practice collaboration, and deepening client engagement.

- Generative AI Integration: I pioneer the use of generative AI in business development and marketing, training professionals to optimize client interactions, generate compelling content, and conduct market analyses.

- Leadership and Management: I manage internal operations, develop efficient processes, and implement training programs aligned with strategic goals. My role includes creating systems ensuring operational excellence and efficiency.

- Attorney Coaching and Program Development: I design and execute programs tailored to law firms, securing firm buy-in and providing direct coaching to attorneys, enhancing their business development skills and career satisfaction.

- Curriculum and Training: I develop curriculum and training modules covering legal practice and business development, fostering professional growth and building robust client relationships.

My role requires deep industry understanding, strategic acumen, and the ability to align teams toward achieving business development goals. I drive innovation and growth, helping law firms develop and implement sector-specific strategies, including detailed go-to-market plans. I also identify key market targets, develop strategic partnerships, and manage follow-ups to maximize business development opportunities.

### Legal Marketing Association

Western Region Board Member - Membership & Programs Chair  
2018 - Present (7 years)

Founded in 1985, LMA is the universal voice of the legal marketing profession, a forum that brings together all levels, from CMOs to entry-level specialists, from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. More than 90 percent of the largest 200 U.S. law firms employ an LMA member. Members at every stage in their career development benefit from LMA participation because the association's broad array of programs and services can be tailored to their specific needs. Visit [www.legalmarketing.org](http://www.legalmarketing.org) to read more about LMA.

### San Diego County Bar Foundation

Board Member - Chair of Development and Communications  
2022 - Present (3 years)

San Diego, California, United States

The San Diego County Bar Foundation is the charitable arm of the San Diego County Bar Association. Through this partnership with the San Diego legal community, SDCBF strives to provide access to justice by investing in sustainable results and advocacy for people and communities in our region that are impacted by poverty, abuse and discrimination.

### Caseworx

## Business Development Director - Corporate Learning

January 2018 - December 2018 (1 year)

Developed corporate sales strategy and process for education technology start-up, conducting market research, collaborating closely with marketing and product teams, and serving as a player/coach alongside the executive team to establish and grow corporate partnerships. Highlights include:

- Developed business strategy and marketing plan: collaborated with founder and stakeholders and led its implementation.
- Created and prepared marketing collateral, presentations and pitch proposals.
- Researched and developed strategic visibility opportunities, including industry seminars and speaking opportunities, sponsorship opportunities, focused thought leadership activities and targeted marketing events.

## Guardian Life

### Managing Director

May 2013 - January 2018 (4 years 9 months)

Beverly Hills

Responsible for recruiting, training and managing an office of commissioned financial advisors, in a 250-person firm, coordinating with 60 staff/leadership/administration individuals.

- Developed individual business plans with each advisor and met monthly to track and review progress towards sales goals.
- Led sales training for the office with a focus on creative marketing, referral gathering and relationship building.
- Coordinated quarterly continuing education marketing events targeting ideal recruits, building on existing firm relationships and creating invite opportunities for new CPA, attorney and broker relationships.
- Researched changes in the financial services industry daily to uncover financial advisors that might be discontented with fluctuations at their firms and utilize the opportunity for recruiting.
- Coordinated continuing education marketing events targeting ideal recruits, building on existing firm relationships and creating invite opportunities for new CPA, attorney and broker relationships.
- Developed individual business plans with each advisor and met monthly to track and review progress towards goals.
- Led sales training and role playing for the office with a focus on creative marketing, referral gathering and relationship building.

## Kid Spot, LLC

## Founder & Owner

January 2016 - December 2017 (2 years)

Greater Los Angeles Area

From concept to execution, originated business idea for pop-up childcare service and built a business to serve an untapped market need, leveraging extensive sales background to build corporate partnerships, and hiring, training and managing a team of almost 30. Highlights include:

- Produced all branding and the marketing materials, including designing and development of website as well as print, email and online advertising materials.
- Developed partnerships with 8 companies in 5 months, including Whole Foods and Bar Method.

## MassMutual Financial Group

Brokerage Director

2010 - 2013 (3 years)

Los Angeles, CA

Managed insurance brokerage department at financial planning firm including 3 internal team members, servicing 1300 brokers nationwide.

- Doubled annual revenue to \$2.4 million over 2 year period.
- Received top recognition for leadership in Brokerage Marketing, selected to present on best practices at MassMutual's 2012 annual meeting to an audience of over 500.
- Built relationships with ideal prospects by uncovering and leveraging speaking opportunities through industry involvement, ultimately resulting in more than \$1M of business.
- Managed world class service department, providing competitive analysis, sophisticated product design, and underwriting management.

## Houck Construction, Inc.

Director of Business Development and Marketing

2008 - 2010 (2 years)

Greater Los Angeles Area

Developed annual business plan and marketing strategy for 60 person luxury construction firm by collecting and analyzing past business data, reviewing profitability, and researching current market opportunities.

- Marketing: Created and implemented marketing strategy, incorporating client events, website development and all printed and online marketing materials. Prepared pitch proposals and presentations as well as RFPs, ultimately resulting in \$15 million revenue during a down market (2008 – 2010)

- Created, implemented and managed sales process beginning with client procurement through to project completion.
- Built strong industry relationships and high firm visibility by joining and volunteering for board positions with multiple industry associations including the American Institute of Architects, Building Owner Management Association, and the Urban Land Institute.

**Northwestern Mutual**  
**Financial Representative**  
 2004 - 2008 (4 years)  
 Irvine, CA

Grew an insurance and investment practice to 100 clients in two years through referral introductions only. Attained Pacesetter Award for high achieving new advisors.

- Established partnerships with CPA firms, insurance brokers, benefit brokers and law firms resulting in substantial business as well as recruiting opportunities.
- Specialized in working with clients in the real estate business and developed and implemented strategic marketing plan to grow the practice to \$200,000 of commission annually through warm introductions.
- Joined practices with a senior advisor and managed the team marketing efforts including client and industry research, planning and implementation of cross-marketing opportunities, exceptional client marketing events, follow-up plans and systems to track, measure and report on results of marketing initiatives.

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## Education

**Cornell University**  
 Certificate, Diversity and Inclusion · (January 2022)

**Harvard Business School**  
 Certificate, Sustainable Business Strategy · (2020)

**Co-Active Training Institute**  
 Professional Coach Training

**UC Irvine**  
 BA, Social Ecology

The American College of Financial Services  
Chartered Life Underwriter, CLU®