

JENNIFER W FREEMAN

Technologist, Strategist and Business Developer

(312) 388-4311 | jen@jenniferwfreeman.com

EXPERIENCE

Kroll Ontrack | Chicago, Illinois

Senior Legal Consultant | **2004-present**

Business Development experience includes cultivating loyal client base of Fortune 500 companies and top law firms for the undisputed leader in Legal Technologies. Develop and deliver brand message to market through strategic and conceptual selling. Negotiate contracts and close business. Maintain active role in developing business strategies, changing business processes and shaping the future of Kroll Ontrack.

- Responsible for closing roughly 45 deals annually with an average cost per job of \$226k
- Expanded territory sales by 63% over three years through client need analysis, competitive strategies and strong market penetration
- Shaped business sales process by developing and implementing a strategic plan that ultimately became the model for all Business Development teams
- Frequently train US and UK Business Development teams on brand messaging, strategic planning, deal analysis and account management
- Created committee to redesign RFP response process resulting in 28% more RFP wins
- Received Spot Award for producing Architects of Greatness – a business development summit focused on taking our Kroll Ontrack to the next level in 2009
- As Product Line Management Liaison, work closely with Project Management, Operations and Sales to develop new or realign existing offerings to meet client needs, timelines and budgets

Complex litigation consulting experience includes partnering with corporate counsel, records management, corporate IT, risk management, outside counsel, litigation support and consultants to provide clients with sound advice and carry out best practices in connection with the management of electronically stored information.

- Consult daily with legal teams and clients on preservation, collection, processing, review, management and production of ESI for hundreds of cases spanning the Fortune 500
- Routinely help clients define and execute ESI initiatives through extensive analysis, strategic planning, goal setting, budgeting and ROI tracking
- Assist clients with ROI analysis to determine past and current litigation spend, identify and measure efficiency, reduce current spend and budget accurately for the coming fiscal year
- Help clients use Early Data Analysis to effectively reduce the proposed scope of discovery and frequently attend “Meet and Confer” conferences with client, opposition and judge
- Perform mediations for clients in cases where project scope negotiations have reached an impasse
- Participate in ongoing competitive analysis of local and national vendors in the space to maintain awareness and understanding of all available technologies and costs associated with them.

Thought Leadership experience includes maintaining industry-wide reputation as an electronic discovery subject matter expert through extensive speaking and writing. Frequently collaborate with other industry thought leaders to improve best practices and make ESI management as simple and affordable as possible.

- Committee Member and Technology Subcommittee Chair for Seventh Circuit Electronic Discovery Pilot Program
- Deliver 50+ hours of accredited CLE instruction annually to corporate law departments, law firms, professional groups, bar associations and event attendees on a wide range of topics
- Published extensively in the discovery space

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thedailyfuss.com | Chicago, Illinois

Professional Blogger | **2009-present**

Maintain a daily lifestyle blog with 500 unique hits daily and Facebook Page with over 2,500 fans. Handle all aspects from DSLR photography, retouching, html, customized Typepad, monetization and engaging readers through grass roots social media efforts.

Social Media Experience includes Gathering insight utilizing Google Alerts, Google Analytics, Facebook Insights and Radian6. Eliciting response with Facebook Pages, LinkedIn Groups, Twitter and Yammer. Developing and executing strategies and campaigns using CRM software (Salesforce) and Facebook Applications. Investigating Ling and Nithium for community development.

Ungaretti & Harris | Chicago, Illinois

Litigation Associate | **2001-2004**

General commercial transactional and litigation experience includes defending clients in contract disputes, tort defense, securities, bankruptcy, antitrust and real estate litigation matters. Regularly deposed witnesses, met with clients and participated in negotiations. Actively participated in pro-bono program with emphasis on Illinois and Seventh Circuit appellate cases. Summer Associate 2000.

Legislative, regulatory and public policy experience includes advocating for clients before members of city and state regulatory bodies. Routinely attended National Conference of State Legislatures (NCSL) and American Legislative Exchange Council (ALEC) Convention in an effort to support client interests by addressing issues from a legislative perspective.

Schain, Burney, Ross & Citron | Chicago, Illinois

Law Clerk | **1999-2000**

General commercial litigation and transaction experience focusing on real estate, land use, municipal, tax and environmental law. Co-authored article on the reasonable accommodation standard of the ADA.

The Chicago Bulls | Chicago, Illinois

Front Office Sales Intern | **1998**

Aggressive business development experience selling ad space for Bullpen Magazine. One of ten interns chosen from a pool of fifteen thousand applicants.

The Badger Herald | Madison, Wisconsin

Revenue Director | **1996-1998**

Business development and client management experience as account executive selling display advertising and ultimately as Revenue Director with 17 reporting employees and \$1.5M book of business for independent daily broadsheet.

Lindsay Stone and Briggs | Madison, Wisconsin

Brandworks Intern | **1996-1998**

Creative agency experience includes developing and executing strategies to create brand identity, communicate value and drive revenue for clients. Handled research, focus groups, media buys and budgeting. Helped produce and deliver client pitches to win new business.

EDUCATION

J.D., DePaul University College of Law, 2001

Member, Moot Court National Federal Appellate Argument Team

B.A., English Literature and Journalism (Advertising), University of Wisconsin, 1998

National Student Advertising Competition

Red Cross 1996, Pizza Hut 1997 | Account Executive of Award-Winning Campaign for Hallmark 1998

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RECENT PUBLICATIONS

IICLE E-Discovery Practice Guide | 2011 Edition

Automated Workflow: Increasing Human Efficiency Through Technology | Chicago Lawyer, August 2010

Judge Provides Missing Piece to the Preservation Puzzle | Chicago Lawyer, April 2010

Preventing Inadvertent Disclosure | Chicago Lawyer, August 2009

Audio Discovery: The Next Frontier | Chicago Lawyer, May 2008

NOTABLE SPEAKING ENGAGEMENTS

Inside Counsel SuperConference (2012)

Information Governance and Ethics – April 23, 2012

JMLS Annual Conference on IP Law (2012)

Special Considerations in Patent Litigation – February 24, 2012

Law Bulletin Annual Intellectual Property Conference (2012)

Early Case Assessment – February 8, 2012

Law Bulletin Annual Electronic Discovery Conference (2006-2011)

Managing Scope and Document Review – June 28, 2011

Illinois Paralegal Association Annual Meeting (2005-2011)

Complex Searching in 2011: Reduce Expenses & Increase Defensibility - May 13, 2011

Marcus Evans New Media & E-Discovery Conference

Mitigating Discovery Costs Through a Proactive and Divisionally Unified Approach - May 20-21, 2010