

Craig Brown Bio

A wise man once said, “A recession is a terrible thing to waste.” As the legal profession has struggled through the recent market downturn it’s also seen new opportunities emerge from market shifts and new paradigms for how lawyers engage with clients. Our February meeting will focus on three key trends that have emerged as a result of the shake-up in the market and how firms are positioning themselves to take advantage of each trend. Join us as we discuss how the market has created changes in the way we hire, the way we bill and the way we position ourselves against our competition.

Craig Brown has worked with CEOs, executives, managing partners and attorneys as a coach, consultant and business executive for over 20 years. He is the founder of The Motivera Group, a nationwide independent business development consultancy and training firm based in Southern California that helps professional services organizations and leaders rethink how to build clientele by reconnecting people to their core strengths. Prior to The Motivera Group, Craig ran Modena Seminars where he produced and delivered adult learning career seminars for young professionals. He has served as an executive, sales manager and consultant for global publishers, high-tech start-ups, securities investment firms and major law firms. As a former practicing lawyer, a large part of his practice is helping lawyers use their strengths to build relationships that lead to strong books of business and helping law firms understand how they are perceived by prospects in their markets. He graduated with a B.A. in American Studies from Brigham Young University in Provo, Utah and a Juris Doctorate from the University of California, Hastings in San Francisco, California. His practice is nationwide but when he is not with a client he can be found at home in San Clemente, California with his wife and four children.