

Background

Sara Van Dusen provides law firm management consulting services and is a strategic partner of Fairfax Associates. Sara has more than 15 years of experience as an in-house marketing and business development professional and consultant in the legal industry. She advises law firms on client retention, including growth strategies and key client initiatives. Sara also helps law firms develop strategies for business development, talent management and cultivating next generation leadership.

Prior to establishing her consulting practice, Sara was the Director of Marketing and Business Development for Knobbe Martens, one of the largest intellectual property specialty law firms in the U.S., where she led the firm's first key client feedback program, branding efforts, strategic market positioning and attorney development. She also worked as a senior marketing and business development professional leading Dorsey & Whitney's marketing and business development initiatives for the western region. As the firm wide business development professional for Snell & Wilmer, she focused on business development planning and training for industry and practice groups as well as individual attorneys.



Areas of Expertise

Operational and Transition Management

- Evaluates overall performance of operational and administrative functions and advises on opportunities for improvement
- Advises on operational change management strategies and tactics
- Identifies appropriate talent for redesigned operational structure and assists with onboarding and transitioning of operational leaders into their roles

Talent Development and Succession Planning

- Advises firm leadership on talent management issues
- Designs lawyer recruitment, development, evaluation, staffing and retention programs
- Facilitates partner succession planning and implementation efforts, particularly as it relates to client succession

Strategic Planning and Implementation

- Conducts client interviews and incorporates client feedback into the strategy formation process
- Researches and synthesizes the market, competitive and client trends affecting strategy development
- Assists in determining strategic goals and developing a plan for strategy implementation

Marketing and Business Development Coaching

- Develops strategic marketing communications plans and programs
- Guides lateral attorney integration and coaching
- Advises attorneys and practice groups on business development and profiling strategies and tactics
- Provides attorney marketing and business development training programs

Education

Bachelor of Science, California State University, Fullerton