



Karen Finch

CEO, Legally Yours

INNOVATION IN LAW

3:00pm-4:00pm

Digital Marketing and Business Development

In the second part of this session, Karen will focus on business development and discuss how to:

- Develop your business development style - leaning into your authentic professional self,
- Devise an impactful business development plan that matches your authentic style,
- Select business development tools and mediums for maximum impact, and
- The rise of 'rainmakers' in progressive law firms.

About Karen Finch

Karen Finch is a non-practising lawyer, CEO of Legally Yours, Co-Director of Pro Help Legal Australia, Vice President of the Australian Legal Tech Association (ALTA), a lead organiser for the Women of ALTA (WALTA), a Legal Tech Editor for Idea Spies, a Law Reference Committee Member for CQ University Law School, event organiser for the Silicon Beach Australia startup community, and a passionate ambassador of the progressive law movement.

Fusing her legal background, recruitment expertise and passion for shaking up the legal sector, Karen has dedicated her career to facilitating faster, easier and more transparent access to fixed-fee lawyers throughout Australia. Through Legally Yours, Karen is creating Australia's largest fixed-fee legal network of lawyers whilst also providing convenient and simple access for the community to tap into legal expertise when they need it most.

Karen is also a co-director of a new legal tech startup that is a 'telehealth for legal' video platform called Pro Help Legal Australia. Pro Help Legal Australia will enable prospective clients and available lawyers to have initial video consultations within five minutes of a client request, and is a safe, secure and purpose-built platform built by lawyers for legal consultations.

Outside of Legally Yours, Karen is also the Vice President of ALTA. In this role, Karen is committed to creating opportunities for women in technology and legaltech to come together to discuss the 'blockers' many female founders face in these industries. Karen does this by performing the role of lead organiser for WALTA, where female members of the legal profession and female legal tech founders come together to advocate and support each other through women-only education sessions and discussion forums.