

Keith Maziarek*

Director of Pricing and Legal Project Management

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Education

MBA, Northwestern University Kellogg
School of Management

BS, University of Illinois at Chicago

Keith Maziarek understands how to develop, build and implement the firm's formal pricing and legal project management functions. His experience includes developing tools, processes and methodologies that ensure a consistent firm pricing strategy, efficiently deliver services and maximize client value through performance monitoring and institutional best practices. Keith is responsible for both internal and client-facing duties, and is skilled at creating innovative solutions to common financial and operational challenges in how law firms and client legal departments interact.

Keith's background in strategic pricing and client collaboration began in the very early days of what is now a new profession in the legal industry. He served as the head of Strategic Pricing at a major global law firm, where he developed, implemented and managed the firm's first strategic pricing, profitability and legal project management functions. Prior to that, he worked in strategic business development and marketing, gaining a deep understanding of clients' business needs and priorities.

Before joining Katten, Keith served as senior director of client value for another major law firm, where he collaborated closely with legal operations executives at the firm's top clients to establish strategic pricing arrangements, implement customized communication and collaboration tools and efficiency solutions, improve performance monitoring and reporting, and establish useful key performance metrics.

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Keith is the author of several published articles related to his work on topics such as pricing, client value, collaboration and efficient service delivery. He also presents regularly at industry conferences. Keith is a Board Member and Officer of legal industry trade group Legal Value Network, and a past co-chair of the annual P3 Conference, the legal industry's largest annual event addressing transformation in pricing, project management and process improvement. Additionally, he is a past co-chair of the Legal Marketing Association's Client Value Shared Interest Group and is designated as an Accredited Legal Pricing Professional (ALPP) from the True Value Partnering Institute. Keith also co-hosts the Off the Clock Podcast produced by the Legal Value Network.

* Not a practicing attorney

News

- BigLaw Life Podcast | Strategic Pricing That Works for Law Firms and Their Clients (January 24, 2024)

Presentations and Events

- Thomson Reuters Marketing Partner Forum (January 18, 2024) | *Panelist* | *With Atlas in Hand: Exploring Cost Control-Pricing Strategies*
- The American Lawyer, Pro Monthly Webcast (October 12, 2023) | *Panelist* | *Billables and Budgets: Law Firm Financial Planning for 2024*
- Legal Value Network, LVNx Conference (September 21, 2023) | *Co-Presenter* | *The Next Frontier in Legal Pricing: AI Augmented Services*
- Pricing, Profitability and Data Analytics Conference | Sandpiper Partners (May 4, 2023) | *Panelist*
- Fringe Legal Podcast (May 3, 2023) | *Guest* | *Unlocking the Future of Legal Service Delivery*

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- LPPM Survey Virtual Summit | Legal Value Network (April 5, 2023) | *Presenter*
- Legal Project Management Conference | Practising Law Institute (February 8, 2023) | *Applying Legal Project Management to Your Matters (Part 2): Learning New Approaches for Managing and Budgeting*
- Thomson Reuters Institute (January 18, 2023) | *Panelist* | *Are AFA's Back?*
- Thomson Reuters Institute Insights Podcast (November 15, 2022) | *Guest* | *Discussion of the 2022 Legal Department Operations Survey*
- Legal Project Management Conference 2022 (June 28, 2022) | *Panelist* | *Profitability, Talent Shortage, Workload and Other Challenges*
- Fringe Legal Podcast (June 22, 2022) | *Guest* | *Value Based Pricing for Law Firms*
- Annual Law Firm Profitability Summit | Ark Group (April 26–27, 2022) | *Panelist* | *Choosing Targets and Prioritizing Profitability Projects and Initiatives*
Co-Presenter | *Going Upstream: How Intake Data Can Fuel Your Value Proposition*
- Legal Value Network (April 6, 2022) | *Facilitator* | *Road Trip—Chicago*
- 10th Annual Profitability, Pricing and Data Analytics Conference | Sandpiper Partners (March 31, 2022) | *Panelist* | *What Clients Want—And Expect: How to Collaborate Effectively with Them*
Panelist | *Financial Discipline Makes a Difference: Trends in Profitability, Pricing and Using Data from Firms', Clients' and Advisors' Viewpoint*
- LPPM Survey Virtual Summit | Legal Value Network (March 3, 2022) | *Presenter*
- LMA Annual Meeting | Legal Marketing Association (November 19, 2021) | *Co-Presenter* | *Driving Pricing and Profitability Discussions Within Your Firm*
- LegalWeek | The American Lawyer (July 14, 2021) | *Panelist* | *Un-Boxing the Cost of Legal Services*

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- Managing Law Firm Profitability, Pricing and Data Analytics Conference | Sandpiper Partners (June 9, 2021) | *Panelist* | *Using Data Analytics in a Pandemic Landscape and Beyond COVID*
- Legal Value Network (April 20, 2021) | *Co-presenter* | *The Future of LPPM (and Legal Ops): An LPPM Survey Webinar*
- Ninth Annual Managing Law Firm Profitability, Pricing & Data Analytics Conference | Sandpiper Partners (March 24, 2021) | *Panelist*
- LPPM Survey Virtual Summit | Legal Value Network (March 3, 2021) | *Co-Presenter/Facilitator*
- Furia Rubel Public Relations (February 22, 2021) | *Guest* | *On Record PR Podcast*
- 19th Annual Law Firm COO & CFO Forum (October 29–30, 2020) | *Panelist* | *Bold Engineering: Innovations in Law Firm Pricing Models*