



MATT PLAVNICK

Director of Client Development

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BIOGRAPHY

Matt Plavnick helps WTO's lawyers and clients define and realize greater value in existing and emerging relationships alike. He conducts client interviews and surveys; develops alternative fee agreements to share risk with clients and align WTO's compensation with client success; and listens for small things WTO lawyers can do to make big differences to our clients.

Matt brings more than a decade of experience in legal marketing and 20 years of experience in professional writing and communications. An active leader in the Legal Marketing Association, Matt most recently served as a co-chair of the Diversity, Equity & Inclusion Shared Interest Group. He also served as a board member to LMA's Southwest Region. Prior to joining WTO, Matt served on the marketing and business development team of an AmLaw 200 law firm.

EDUCATION

Western Michigan University, Lee Honors College, B.A. 1998, *magna cum laude*, English Literature & Creative Writing

OTHER EXPERIENCE

Holland & Hart LLP, Marketing Communications Manager

COMMUNITY MEMBERSHIPS, ACTIVITIES & HONORS

Mayor's Bicycle Advisory Committee, City of Denver (2020)

Reading Tutor, Denver Public Schools TutorMate Program (2015 - 2016)

International Association of Business Communicators

Member, Regional Conference Programs Committee (2015)

PERSONAL INTERESTS

Mentoring, bike commuting, travel