



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.

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

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