



## **RON L. AVENIDA**

### **Chief Operating Officer**

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### **BIOGRAPHY**

Ron Avenida brings nearly two decades of law firm leadership experience to bear for WTO. As the firm's first Chief Operating Officer, Ron is elevating the ways that WTO conducts business and provides excellent client service across all of its departments. Ron has achieved exceptional results for firms in areas including culture, technology, recruiting, and profitability.

Prior to joining WTO, Ron served as the COO of a prominent midsize law firm in California. He also worked his way up as an administrative leader in two Am Law 100 firms before focusing his efforts and energy on leading midsize law firms. In addition to his legal experience, Ron has served as a co-founder and COO of a Silicon Valley startup.

### **EDUCATION**

Saint Mary's College Graduate  
School of Business, M.B.A.,  
Management & Global Business

California Polytechnic State  
University, B.S., Business  
Administration, Management

### **OTHER EXPERIENCE**

Meyers Nave, P.C. – Chief  
Operating Officer

Jeffer, Mangels, Butler & Mitchell  
LLP – Executive Director

Gaw Van Male LLP – Executive  
Director

Jeepnee Inc. – COO & VP,  
Strategy & Business  
Development

Skadden, Arps, Slate, Meagher &  
Flom LLP – Office Administrator

White & Case LLP – Office  
Administrator

### **COMMUNITY MEMBERSHIPS, ACTIVITIES & HONORS**

Saint Mary's College Graduate Business Alumni Council

Cal Poly Center for Leadership - Alumni Mentoring Program

### **PERSONAL INTERESTS**

Sports, travel, food and drink