



Title: Closing the Deal: Part 2

Date: Friday, September 14, 2015

Time: 1:45pm-3:00pm

Moderator:

Barrett Avigdor
Managing Director—Latin America
Major, Lindsey & Africa
bavigdor@mlaglobal.com

Panelists:

Regina Rodriguez
Partner, Faegre Baker Daniels
RRodriguez@faegrebd.com

Greg Hidalgo
Partner, McDermott Will & Emery
ghidalgo@mwe.com

Fernando Bohroquez
Baker Hostetler
fbohroquez@baker.com

Tab 1 – Biographies or CVs

People buy our personal brand before they ever buy our service as a lawyer. You alone have the power to attract business and grow your career if you have the right personal brand. This panel will focus on refining your skillset for making the winning “pitch” and getting results. Learn what it takes to create a personal brand, achieve greater credibility and influence in your communications and presentations, project your best to the world, and to consistently perform at your optimal level of performance in the business development process.

Barrett Avignon

Barrett Avigdor is Managing Director for Latin America, a member of Major, Lindsey & Africa's In-House Practice Group, and based in the firm's San Diego office.

Prior to joining MLA, Barrett served as in-house counsel for Accenture, a global technology and outsourcing company. While at Accenture, she created and led the Latin American legal team as well as global teams of lawyers supporting the outsourcing practice and the Financial Services and Communications and High Tech service groups. Barrett also established and led a legal service center in Mauritius. Her most recent role at Accenture was as Director of Legal Talent Strategy where she focused on enhancing the productivity and engagement of 430+ lawyers in the global Legal Group.

Barrett began her legal career in Chicago at Keck Mahin & Cate, a large national firm, in the corporate practice. Later, she joined a former partner of Mayer Brown & Platt to form GM&A International, a boutique firm focused on business transactions between the U.S. and Mexico.

Barrett is the co-author of the best-seller "What Happy Working Mothers Know" (Wiley 2009). She has spoken frequently on the subject of happiness and high performance. Prior to attending The University of Chicago Law School, Barrett was a Fulbright Scholar to Brazil and a Rotary Club Scholar to Mexico. She is fluent in Spanish and Portuguese.

A certified executive coach and trainer, Barrett has worked with attorneys around the world to help them enhance their professional performance and create a life they enjoy by utilizing emotional intelligence and their individual strengths.

Education

- University of Chicago Law School, J.D.
- University of Wisconsin - Madison, *magna cum laude*, BA Economics and Spanish

Regina M. Rodriguez

Gina Rodriguez is an experienced trial lawyer. Her practice focuses on defense of medical drug and device cases as well as other products. Depending on a client's priorities, Gina provides preventive litigation counseling and advice, and when the decision is made to try a case, she focuses her experience and skill on winning. In addition, Gina defends clients in government investigations.

Prior to joining the firm in 2002, Gina was an assistant U.S. attorney and chief of the Civil Division in the District of Colorado where she supervised and directed all active civil cases for the office. Gina was appointed as a member of the U.S. Attorney General's Civil Chiefs' working group.

Previously, Gina served in the Assistant Attorney General's Office as the Deputy Senior Counsel for Alternative Dispute Resolution. Working with Senior Counsel, she helped implement Attorney General Reno's vision on ADR being more widely and effectively utilized in the Department of Justice to obtain better and more efficient results in

litigation. Gina helped establish and implement a nationwide ADR program for Civil AUSAs. As a certified mediator for the DOJ, she participated in many mediations — both as a mediator and in representation of clients.

Gina's representative experience in drug and device litigation includes:

- Representation of a national medical device company in defense of lawsuit alleging Anti-Kickback Statute and False Claims Act in the context of a criminal subpoena
- Representation of pharmaceutical manufacturers in defense of product liability claims (PPA, HRT)
- Representation of a vaccine manufacturer in defense of product liability claims (DTaP, influenza)
- Representation of a national laboratory in defense of alleged laboratory error

Gina also has trial experience in other product liability and tort issues. This additional experience includes:

- Representation of the Colorado Latino Forum and the Colorado Hispanic Bar Association in a two-week Congressional re-districting trial
- Representation of an agribusiness client in a four-month jury trial in the federal district court of Idaho of more than 400 crop growers' alleged off-target movement of herbicide applied by the Bureau of Land Management on government-controlled land
- Representation of a Fortune 500 restaurant chain in defense of claimed §1981 civil rights violation
- Representation of a Major League Baseball team in defense of numerous personal injury claims arising from an escalator malfunction

Honors

- Hispanic National Bar Association — Latina Lawyer of the Year, 2013
- Colorado Hispanic Bar Association — Chris Miranda Outstanding Hispanic Lawyer, 2013
- University of Colorado School of Law — Distinguished Alumni Award for Achievement in Private Practice, 2013
- Girl Scouts of Colorado — Women of Distinction Honoree, 2013
- *Law Week Colorado* — Colorado Top Woman Lawyers, 2011
- *Colorado Super Lawyers* — Personal Injury Defense: Products, 2009, 2012-14

Professional Associations

- Colorado Bar Association
- Denver Bar Association — Board of Governors
- Colorado Hispanic Bar Association — Board of Directors
- Hispanic National Bar Association
- Colorado Women's Bar Association
- Asian Pacific American Bar Association
- American Board of Trial Advocates — National Board
- Faculty of Federal Advocates
- Department of Justice — Former EEP Mediator
- Office of Legal Education for the Department of Justice — Former Faculty Instructor
- Faegre Baker Daniels Diversity & Inclusion Advisory Group

Civic Activities

- Girl Scouts of Colorado — Board Governance Committee (Non-Board Director Member)
- Colorado Commission on Higher Education — 7th Congressional District
- Colorado Law Alumni Board
- Denver Ballet Guild — Legal Counsel

Presentations

- **Ethics and Professionalism — Is There a Difference?**
Panelist, Colorado Hispanic Bar Association, 2012
- **Top 5 Issues Affecting New / Young Hispanic Lawyers**
Panelist, Hispanic National Bar Association Convention, Seattle, 2012
- **The View From the Top**
National Association for Female Executives Women's Leadership Summit, 2011
- **Creating Opportunities**
Latina Leaders Forum, 2011
- **Internal Investigations**
Civil Litigation Summit, 2010
- **Internal Investigations**
Complex Litigation Summit, 2009
- **Attorney-Client Privilege in Internal Investigations**
Minority Corporate Counsel Conference, 2006
- **Back to School: Director Education**
Faegre & Benson Seminar, 2004
- **How to Prepare for Trial 'I Need a Miracle'**
Colorado Women's Bar Association Convention, 2002
- **Subpoenaing a Non-Party Federal Employee**
Federal Bar Association, CLE on Professional Ethics, 2002
- **A Perspective From the Bench**
Faculty of Federal Advocates, CLE, 2001
- **Motions Practice From the Court's Perspective**
Federal Practice Update, Colorado Bar Association, 2001

Published Articles

- **The Changing Face of Higher Education**
Co-author, *The Hill*, June 2013
- **Another Cautionary Tale to Consider when Voluntarily Disclosing Documents to the Government**
Co-author, Indiana Manufacturers Association: *Executive Memo*, November 2012
- **Preserving Attorney-Client Privilege in Internal Investigations**
Trends, 2006
- **Central and Peripheral Routes to Persuasion: An Individual Difference Perspective**
Co-author, *Journal of Personality and Social Psychology*, 1986

Greg Hidalgo

P. Gregory Hidalgo is a partner in the law firm of McDermott Will & Emery LLP and is based in the Firm's Dallas office. As a transactional and securities lawyer, Greg counsels and provides innovative and client-centered solutions for publicly held and privately owned clients in the areas of mergers and acquisitions, joint ventures, securities transactions, corporate governance and other corporate-related matters. His client relationships span a variety of industries, including software, technology, commercial real estate services, consumer products, energy, health care, manufacturing, private equity, retail and telecommunications.

Greg's law practice reflects his passion for collaborating with clients to achieve their business objectives and to develop meaningful and enduring client relationships.

Fernando Bohorquez

Fernando Bohorquez is a forward-thinking, problem-solving, and innovative attorney who handles commercial, intellectual property, and bankruptcy litigation and business disputes. Currently the Litigation Group Coordinator for BakerHostetler's New York office, Fernando has deep knowledge and experience with all phases of civil litigation, managing large scale cases in high profile and pressure environments. He leverages these skills sets, as well as his networks inside and outside of the firm, to advise a variety of emerging tech startup and social media clients on business law, intellectual property, on-line advertising, and privacy and data security. He is a frequent speaker on social media and digital marketing, privacy and data security, electronic discovery, and law firm diversity initiatives and has published several articles and blogs on online advertising and marketing, Internet-related intellectual property issues, and electronic discovery, including regularly contributing to the firm's Data Privacy Monitor and IP Intelligence blogs. Fernando is also certified as an Information Privacy Professional (CIPP/US) by the International Association of Privacy Professionals.

Fernando is very involved and invested in the startup community, representing and counseling various minority and female owned tech companies, serving as a leading member of the firm's Emerging Company team, spearheading the firm's sponsorship of the German Accelerator program in New York City, as well as the New York office's collaboration with Civic Hall, and speaking at local law schools. Furthermore, Fernando is deeply committed to civic engagement and public service. Recognizing these efforts, the Mayor of New York City recently appointed Fernando to the Conflicts of Interest Board of New York, which oversees the ethics laws applicable to all New York City public servants. He serves on numerous non-profit boards, focusing his time on pipeline efforts developing and mentoring the next generation of leaders of color in the business and legal community. Consistent with these commitments, Fernando is a member and former co-chair of the New York office's Diversity and Inclusion Committee, and is a former member and chair of the Mentor Committee.

Select Experience

- Integrally involved as a lead attorney for BakerHostetler's court-appointed representation of SIPA Trustee Irving H. Picard for the liquidation of Bernard L. Madoff Investment Securities LLC in efforts to recover assets for the Fund of Customer Property. Core member of strategy team supervising the global investigation and litigation of hundreds of actions seeking recovery of fraudulent transfers for equitable distribution to the defrauded customers filed by the Trustee in the United States Bankruptcy Court for the Southern District of New York against financial institutions, money managers, insiders, and sophisticated investors.
- Represented senior government official in *Iqbal v. Ashcroft*, involving constitutional and statutory challenges to the detention policies following the September 11 terrorist attacks, resulting in a favorable U.S. Supreme Court ruling on the pleading standards required to bring actions in federal court.
- Managed large-scale, multidisciplinary team in Lanham Act litigation against numerous competitors of a leading client in the prepaid calling card industry.
- Managed a large scale litigation team in Lanham Act claims against a competitor trademarking distributor for a beauty care industry client.

- Counseled media conglomerate on digital media issues relating to contracts, licenses, intellectual property, among others, in pre-litigation management work.
- Advises numerous technology companies in pre-litigation work, including contract and intellectual property issues, and handled disputes with customers and partners to avoid litigation.

Tab 2 – Course Materials (articles, publications, other materials)



[Press 'Up' on Your Career: How to Develop a Good Elevator Pitch](#)

Posted by [Barrett Aviador](#) on Feb 4, 2015 12:00:00 PM



You walk into an elevator and the only other person there is your ideal potential boss. What do you do?

If you think that being a lawyer means you're not in sales, think again. As [Daniel Pink](#) notes in "To Sell is Human," we are all in sales now. Still, when it comes to your career, you are selling yourself, which can feel very awkward. This is especially true for lawyers who are used to being sought out for their expertise. The first thing to understand is that, if you want to make a career move or move up in your current career, you need to learn to sell yourself. Any sales person will tell you that one of the most important items in your tool box is a good elevator pitch.



The term "elevator pitch" started with the idea of stepping into an elevator with someone you need to impress – a potential employer or client or customer – and making that impression before they get off the elevator. Today, you don't need an elevator to feel the time pressure. Networking events, work meetings, social situations or even random encounters may be your opportunity to get in front of the person who can change your career for the better. Most executives can listen faster than you can talk and they aren't interested in long stories. So, how do you make a positive impression fast? How do you develop elevator pitches that you can use anytime you get 60 seconds with a person you need to impress?

First, note that I said "pitches" not "pitch." One size does not fit all when it comes to making an impression. You need to have a few different versions of your pitch depending on who you are talking to and in what context.

Second, we are talking about making a first impression, not making a sale or landing a job. You want to make the other person sufficiently interested that they want to talk with you longer. In the longer conversation, you can share more relevant information and have a more fact-filled, substantive discussion.

The Wow, How, Now approach

I like the *Wow, How, Now* approach that [Brian Walter](#) developed. The *Wow* is a catchy, quirky statement about what you do. It should be accurate but also a little opaque. You want to intrigue the listener so that they want to know more.

Press 'Up' on Your Career: How to Develop a Good Elevator Pitch

For example, as an in-house legal recruiter, I might say "I help companies increase their profitability."

The *How* is more straightforward. In a sentence, how do you do your job and what separates you from your competition.

My example: "I find top legal talent in Latin America for multi-national companies by using my extensive network and my knowledge as a former Latin America regional counsel at a Fortune 100 company. Generally, I help my clients hire lawyers to do the job I used to do or to hire lawyers like those who used to report to me."

The *Now* should be a very short story that will help them remember what you've just said. It often starts with "for example." The *Now* should be as specific as you can be without revealing any non-public or sensitive information. If you can mention company names that the listener will know, great. If not, just be descriptive and vivid enough that the listener will remember the story.

For example, "a sports apparel company recently hired me to help them find their first Latin American lawyer. They wanted the person to be based in Panama and they didn't know anything about how to find a quality lawyer in Panama. I found several excellent lawyers for them. With the new Latin American counsel they hired, they can embark on an aggressive Latin American expansion with excellent legal guidance in-house. That allows them to minimize their legal risks and their outside counsel bills thereby helping them to grow and maintain their profitability."

To finish up, toss the conversation back to them with a question. "What do you do?" or, if you know what they do, ask them about an aspect of their business that you'd like to help them with.

Avoid the 5 pitfalls of the elevator pitch

As you develop your elevator pitches, keep in mind these common mistakes so you can avoid them:

1. Not knowing when to stop talking and show an interest in the other person. Instead of just filling all of the available time with your words, make your pitch and **stop talking**. Ask the other person what they do or, if you know what they do, ask a question that will get them talking about what you want to talk about. Your goal is to start a conversation, not just deliver a sales pitch.
2. Using too much jargon. Use simple language and short sentences. Avoid acronyms. Make it easier to follow and remember.
3. Sounding too sales-y. You want to sound conversational, not like a salesperson.
4. Lacking confidence. Whatever you say in your elevator pitch, you need to believe it yourself and convey that through your tone of voice and body language. This is not the time for either bravado or for false modesty.
5. No Next Step. Every elevator pitch should end with an agreed next step. It should be modest – invite the person for coffee or ask if it's ok for you to email them your resume and set up a call. At a minimum, you want to exchange business cards. Without a next step, your elevator pitch is not likely to lead to anything concrete.

If you want this year to be the year you get a new job or make a change in your career, develop some good elevator pitches. Then go out there and press the "up" button.



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