



Chrissie Lightfoot, The Entrepreneur Lawyer (of the naked kind)



Chrissie@entrepreneurlawyer.co.uk

Chrissie Lightfoot is a prominent international legal figure. **She is the visionary, co-founder and CEO of Robot Lawyer LISA (AI Tech Support Ltd) - the Legal Intelligence Support Assistant – the world's first impartial AI lawyer.** She heads up the company in the research, development and deployment of legal AI solutions for businesses and consumers. Chrissie is also **founder and CEO of EntrepreneurLawyer Ltd, a global consulting business based in the UK specializing in preparing professionals and companies for the future.** Chrissie is an inspirational woman entrepreneur, a solicitor (non-practising), consultant, regular international Keynote speaker, legal futurist, legal and business commentator and a writer. Highlights; in:

- **2018**, Chrissie was named in the **ABA (American Bar Association's) Law Technology Resource Center's Women of Legal Tech 2018 list** (a distinction reserved for **25 stand-out women throughout the world in tech and law**); her **written evidence submitted to the House of Lords Select Committee on AI, session 2017-2019, was quoted and published in the House of Lords AI Report**, April 2018; and **Chrissie was asked to join the Futurists, Business, Media, Legal, Robotics/AI, Space Settlement advisory boards at the Lifeboat Foundation**, alongside Ray Kurzweil and Nobel Laureates Daniel Kahneman, Eric S. Maskin, Richard J. Roberts, Wole Soyinka and other leading thinkers and activists.
- **2018**, Robot Lawyer LISA was named in the **National Law Journal's (USA and UK) Inaugural List of Legal AI Leaders** (an exclusive list of 49 global entrepreneur / company trail-blazers) and was a **finalist, highly commended, in the English Women's Awards for best Online Business 2018**.
- **2017**, Chrissie won the **AI Legal Awards for best legal professional coaching company** and was shortlisted as a **finalist in the Enterprise Awards** – billed as The Oscars for Technology Entrepreneurs – in the categories Woman Entrepreneur and Social Enterprise for Robot Lawyer LISA. She also became an **advisor to the board of The Telegraph's Digital Enterprise Network** and **EntrepreneurLawyer** was selected by Feedspot as **one of the Top 50 Entrepreneur Blogs on the web**.
- **2016**, Chrissie was bestowed with the title and position of **Honorary Visiting Fellow, University of Westminster, School of Law (AI and Robots in Law)**, London, UK.
- **2015** she was named in the **List Of The World's Top Female Futurists**. That same year **LinkedIn announced that Chrissie lead the LinkedIn TOP 2015 list as the best-connected and most engaged woman in the legal sector; 4th across all sectors**.
- Since early 2015 Chrissie is asked regularly to attend many **thought-leadership roundtables** (including government advisors) at the **Royal Society, MOD, the Law Society of England and Wales and the Legal Services Board** with regard to new law, regulation, policy and strategies to be considered in light of the rise of AI and machine learning in society and law.
- **2014** her ground-breaking book - **Tomorrow's Naked Lawyer – was listed in The 10 Best Legal Tech and Legal Innovation books of all time** (2016) along with books by Richard Susskind; Andrew McAfee; Clayton M. Christensen.
- **2013** she was nominated and honoured as **Legal Professional of the Year 2013 and a Top 100 International Executive**; as published in the International Top 100 Business Magazine.



Chrissie advises entrepreneurs, lawyers, technologists and their companies, globally, on the future of legal services, products and provision, smart legal buying, AI and robotics in the legal eco-system, personal branding, social media, social networking, marketing, business development and innovation. As a legal and business commentator she is periodically quoted in **CNN**, **Forbes**, **The Economist**, **Entrepreneur**, **Raconteur**, **The Guardian**, **Financial Times** and **The Times** (London), and the newspaper reported Chrissie as one of the Top Ten Best Legal Tweeters.

As an author, Chrissie is best noted for her pioneering best-seller ***The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell YOU!*** (2010) and its trailblazing sequel on the subject of the impact of AI and Robots on law and society ***Tomorrow's Naked Lawyer: NewTech, NewHuman, NewLaw – How to be successful 2015 to 2045*** (Dec 2014) together with her consultancy and training in The ROAR Experience Social Media Programme. ***The Naked Lawyer*** is recommended and mentioned in Professor Richard Susskind's book, ***Tomorrow's Lawyers*** (2013), along with only a handful of select books as the go to literature on the future of legal services. She writes many articles in both the legal and business press and is also contributing author of a number of business books. She is a UK national award and prize-winning researcher, a women's enterprise ambassador and a mentor on behalf of The Prince's Trust Million Makers Corporate Challenge.

Chrissie has been involved in various entrepreneurial, innovative and commercial activity, experience and successes throughout her career to date, primarily in the Legal, New Media, Management Consultancy and Sport & Leisure (inc. health & fitness) sectors. As a serial entrepreneur, sales and innovation have been her forte and passion. Whilst training as a solicitor Chrissie was interested in the future of legal services, providing extraordinary client service and increasing sales. She was proactive in innovating the quality and delivery of legal advice and was the brainchild of the firm's business start-up legal package, e-commerce proposition, in-house corporate knowledge hub and entrepreneur and employee share scheme niche focus. Chrissie was the first trainee solicitor in the UK and globally to devise a unique personal brand – ***Chrissie Lightfoot, The Entrepreneur Lawyer*** - which achieved impressive sales and marketing results.

Chrissie achieved Bachelor of Arts (Honours) degree 1st Class in Leisure & Business Studies (1996), Masters in Law degree (2006) and Legal Practice Certificate (2008) at Nottingham Law School. She qualified as a solicitor in 2009 at a mid-tier law firm in Leeds, UK.

Clients include(d): Top 50 law firms in the UK (including magic circle) Europe, USA, Australasia and New Zealand - Allen & Overy, Slaughter & May, Eversheds LLP, DLA LLP, Berwin Leighton Paisner LLP, Herbert Smith Freehills, King & Wood Mallesons, Shoosmiths LLP, Penningtons Manches LLP, Nabarro LLP, Pannone LLP, DWF LLP, Middle Memple chambers, St Paul's Chambers, Schjodt (Norway), Thommessen Law Firm (Norway), AMSA Law Firm (Brazil), Simpson & Western (Auckland, New Zealand); Jackson Russell (Auckland, New Zealand), McCullough Robertson Lawyers (Queensland, Australia) - Law Society of England & Wales, Law Society of Scotland, International Bar Association (IBA), IILACE (the International Institute of Law Association Chief Executives), CEEBA (the Chief Executives of European Bar Associations), SIFA (UK), Fordham University School of Law (New York, USA), Harvard Law School (USA), Oxford University (UK), The University of Law (UK), UK National Associations, London Solicitors Litigation Association, LawSouth Group, LawTech Europe, International Legal Technology Association (ILTA, USA & UK), Association of European Lawyers (AEL), Geneva Bar Association, Australian Legal Practice Management Association (ALPMA - Australia), InterLaw (Malta 2016), Association of Personal Injury Lawyers (APIL), Forum of Insurance Lawyers (FOIL), Asfour (Legal Tech Netherlands), Future Firm Forum (New Zealand), The Lawlink Group Ltd (New Zealand), Norwegian Bar Association, Norwegian Lawyers Association, Connect2Law, X-Press Legal Services Ltd, Law Plain And Simple Ltd, The Law Superstore, Arcobalenomedia, Barker Brooks Publishing, Wilmington Publishing & Information Ltd, Prism Group (Legalex and The Business Show), Easyjet, Winscribe, Peppermint Technology, Deltek, Clio, Salesforce, NetLaw Media, LegalEx, Law Without Walls, Managing Partners' Forum, Thomson Reuters, LexisNexis, The Guardian, The Telegraph, Yorkshire & Clydesdale Bank, Natwest/RBS bank, CoGress Ltd, Baker Tilly, Armstrong Watson, Grant Thornton, PwC Legal, KPMG, JLL (Jones Lang Lasalle), Ascent software (Malta), RAVN Systems (now iManage), Neota Logic, Tikal Tech (Brazil), Society for Computers and Law, London School of Economics and more...

Client achievement example: ONE Partner in an Australian law firm, after reading *The Naked Lawyer* eBook, hearing Chrissie speak, consulting with Chrissie on her ROAR model and putting into practice what she advocated (*from a standing start and directly attributable to*) achieved £1,000,000 (\$1.6m Aussie) in new client instruction fees financial year May 2011-2012; £2m 2012/13; £4m 2013/14.



2010-2017 Legal innovation involvement:

- 2017 - Keynote speaker and advisor / consultant at IILACE (the International Institute of Law Association Chief Executives) and CEEBA (the Chief Executives of European Bar Associations).
- 2017 – advisor to the board of the Telegraph's Digital Enterprise Network.
- 2016 – Honorary Visiting Fellow, University of Westminster, School of Law (AI and Robots in Law), London, UK.
- 2015 – thought leader and consultant to the Royal Society (including government advisors and politicians), MOD, the Law Society of England and Wales and the Legal Services Board) with regard to new law, regulation, policy and strategies to be considered in light of the rise of AI and machine learning in society and law.
- 2015 – Advisor, Contributor and Thought Leader on the Technology Advisory Council, chaired by Karl Chapman, CEO of Riverview Law working with IBM and others to shape the development into the professions of 'cognitive' decision tools such as IBM Watson, and to alert firm management to the people implications through thought leadership.
- 2015 - LawWithoutWalls project and initiative (Miami University School of Law, Florida, USA) – Entrepreneur Mentor for the project "*Harnessing The Power of Watson: Utilizing Cognitive Technology to Help the Law Firm Make Better Decisions and Build a Stronger Relationship with Clients*".
- 2014 – publication of pioneering book on AI and robots in law; *Tomorrow's Naked Lawyer: NewTech, NewHuman, NewLaw – How to be successful, 2015 to 2045*.
- 2014 - LawWithoutWalls Entrepreneur Mentor for the project "*Robot Lawyers: The Future of Online Chat Attorneys*";
- 2013/14 - Thought-leader and contributor in ILTA's 2014 report '*Legal Technology Future Horizons: Strategic Imperatives for the Law Firm of the Future*'.
- 2011/12 - Law Firm Marketing course (Harvard University and Fordham University School of Law, New York, USA).
- 2011/12 - College of Law (London, UK) LNTV Core Programme 5650 - Practice Management & Compliance: Branding, Social Media and Networking (co-contributor with Eversheds Managing Partner).
- 2010 – publication of pioneering book *The Naked Lawyer: RIP to XXX – How to market, brand and sell you!* and various other articles on the subject of legal innovation.

SUMMARY: How can Chrissie Lightfoot help you & what does she actually do?

- **Researches, creates and develops legal AI solutions** for business people / companies and consumers.
- **Contributes to think-tank private gatherings** in academia, commerce and the establishment globally on the subject of 'the future', in particular AI and Robots in the legal ecosystem in relation to new strategy, regulation, policy and law.
- **Supports overall company Strategy** and the development of the internal Knowledge Management / Business Development / Marketing / Sales / Social Media / Training / Learning & Development / IT function.
- **Writes compelling, thought provoking and insightful content** for clients either in a 'ghosting' capacity or in her own name as a third party advocate for the client to help raise awareness in the legal world and business world of issues dear to the client.
- **Writes, speaks, advises and consults on the topics "The impact and benefit of deploying intelligent machines, artificial intelligence and robots in law" and "How To Market, Brand & Sell YOU!" – throughout the UK & Internationally.**
- **Delivers The ROAR Social Media Experience – a ground-breaking sales programme which unlocks rainmaker and commercial potential.**
- **Advises on sales & marketing and innovation of the same**, particularly in relation to the development of personal brands and use of the same in social media and social networks to attract and retain prospects and clients.
- **Presents/Speaks** (20min > 90min sessions) and runs sessions / workshops / roundtables part planned, part ad-hoc to meet individual and/or group objectives on the subjects of: **the future of law, smart legal buying, role of the lawyer, effective use of technology, artificial intelligence & robotics in legal service and provision, personal brand, niche, social media, social networking, social brand, social business and social technology.**
- **Acts as a high-level business introducer.** Professional network (20,000+ globally) comprising leaders in industry, politicians, academics, entrepreneurs and those in the professions; lawyers, accountants, IFAs, bankers, health / medicine, insurance professionals etc.



- Author of *Tomorrow's Naked Lawyer: NewTech, NewHuman, NewLaw – How to be successful 2015 to 2045* (Dec, 2014)
- Author of best-seller book 2011/2/3/4 *The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell You!* (Dec, 2010):
Website & Blog: <http://www.entrepreneurlawyer.co.uk> & <http://entrepreneurlawyer.co.uk/blog>
Speaking: <http://entrepreneurlawyer.co.uk/products-services/seminars-events>
LinkedIn: <http://www.linkedin.com/in/chrissielightfoot>
Twitter: @TheNakedLawyer @EntrepreneurLaw
Facebook: <http://www.facebook.com/EntrepreneurLawyer>
YouTube: <http://www.youtube.com/TheNakedLawyer> ; www.youtube.com/EntrepreneurLawyer
Ebook: [The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell YOU!](#)
Book: [Tomorrow's Naked Lawyer: NewTech, NewHuman, NewLaw – How to be successful 2015 to 2045](#)

