



David Bruns

Director of Client Services

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Education

- Golden Gate University (M.S., 2004)
• Marketing
- California State University, Chico (B.S., 1993)

As the Director of Client Services for Farella Braun + Martel, Dave leads the firm's business development efforts. He has successfully integrated business development into the culture of the firm by creating a multi-tiered training program that leverages Farella's existing relationship building efforts, affinity groups and practice group activities as opportunities to practice sound business development tactics within the firm, and where appropriate directly involve clients. He facilitates annual practice-based business planning, firm-wide business development tactics, internal and external communication and an expansion of electronic marketing programs.

Dave approaches business development with a skeptical approach to the status quo. With almost 30 years of legal industry experience, he understands the risk averse style of most lawyers. Dave incorporates proven tactics from inside and outside of the legal industry to develop creative, action-based programs that blend traditional and electronic client touch points. His approach is founded in solid metrics and requires a deep understanding of law firm economics, practice-based value propositions, corporate marketing tactics and a stiff back-bone.

As a sounding board at Farella, Dave works with individual attorneys at all levels to develop achievable practice development programs and target specific clients for new or additional work. He counsel his lawyers on subjects ranging from communication skills to influencing decision makers and managing client expectations to developing next steps in the sales process. He also conducts client interviews to obtain feedback and uses this data to enhance the client relationship experience.

Memberships and Affiliations

College of Law Practice Management - Fellow (2016)

Legal Marketing Association - Hall of Fame (2016)

Legal Marketing Association – Treasurer (2008); Transition Task Force Chair (2009); Governance Committee Co-Chair (2010); Organizational Structure Task Force (2015)

Legal Marketing Association, Bay Area – President (2003), Immediate Past President (2004), Program Committee Co-Chair (2006, 2005, 2002, 2001)

- Rella Lossy Marketing Professional of the Year - 2009
- Chapter of the Year – 2004 *National Your Honor Awards*
- Member of the Year – 2003 *LMA – Bay Area Your Honor Awards*