



COLIN J. JASPER, PRINCIPAL

Colin Jasper has consulted to professional services firms for over 20 years. During this time, he has had the opportunity to work with most of the leading law firms in the UK, most of the leading law firms in Asia and over 70% of the AmLaw 100. He has also consulted to leading accounting firms, engineering firms, architects and management consultants. As a Principal of Positive Pricing, Colin's focus is on assisting professional service firms to improve their pricing performance.

He has been a keynote speaker at conferences in the UK, the US, China, Singapore, Malaysia and Australia. Colin's Pricing Masterclasses have been run since 2011. They have been delivered in Atlanta, Auckland, Boston, Chicago, Hong Kong, Houston, London, New York, Philadelphia, San Francisco, Sydney and Washington D.C. Pricing Directors at many of the world's leading professional service firms have attended these programs.

Colin was the Director of the Business-to-Business Pricing program at the Australian Graduate School of Management. He has been a guest lecturer at numerous universities and business schools. and conducts regular research amongst clients on their buying behaviour and attitudes to firms. In June 2019, Colin was recognised as a Legal Educator of the Year by the *True Value Partnering Institute* for his contribution to pricing education in the US legal market.

Colin is the co-founder of the Legal Pricing Roundtables. The roundtables provide a forum for those responsible for leading pricing within their firms to explore leading practices and develop their expertise. They meet twice yearly in both New York and London.

Colin's articles have been published in a range of journals and magazines including Professional Services Firms Journal, the Journal of the Professional Pricing Society and The Law Management Journal. He authored the pricing chapter in the American Bar Association book, *The Power of Legal Project Management* (2014), several chapters in *Pricing on the Front Line* (2017) and the pricing chapter of the Ark Group publication, *Effective Practice Group Leadership* (2017).

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