



## KRISTINA LAMBRIGHT, ESQ. PROFESSIONAL STAFF

Senior Director of Strategic Growth

SEATTLE

D +1.206.359.3353

F +1.206.359.9000

Senior Director of Strategic Growth Kristina Lambright leads the firmwide sourcing and acquisition of lateral partner candidates in alignment with the firm's strategic plan. She works closely with firm management, practice chairs and industry groups to identify market trends and targeted areas for growth with a specialized focus on profitability and client engagement. Kristina drives the development of lateral partner acquisition strategy and process for the firm ensuring consensus and alignment with the firm's economic, cultural and strategic goals. She serves as the primary point of contact for prospective lateral partners and partnering search firms. In this role, she oversees the firm's lateral on-boarding and integration efforts, managing a team of professionals dedicated to supporting incoming lateral partners to ensure a seamless transition, reflective of a firmwide commitment to their success.

Kristina also oversees the firm's strategic pricing function which specializes in creating innovative and practical pricing solutions aimed at enhancing the overall value provided to clients and improving firm economics. Her role includes internal and client-facing elements involving the development of pricing strategies and firmwide policies and procedures.

Previously, Kristina served as the firm's senior director of pricing and practice economics, responsible for leading the pricing and legal project management teams focused on enhancing the overall value provided to clients and improving firm economics. Prior to joining Perkins Coie, she held strategic pricing and legal project management roles with two Am Law 50 firms. A former practicing commercial litigator, Kristina is the past co-chair of the Legal Marketing Association's (LMA's) annual P3 Conference, the industry's largest annual event related to pricing, project management and process improvement and serves as the co-chair of LMA's Client Value SIG.

### Professional Leadership

- National Association for Law Placement (NALP)
- Legal Marketing Association (LMA)
  - Client Value Shared Interest Group, Co-Chair, 2020 - 2022
  - Client Value SIG, Women's Initiative Network, Co-Founder
- True Value Partnering Institute - Accredited Legal Pricing Professional (ALPP)
- International Legal Technology Association (ILTA)
- Texas Bar Association
- Louisiana Bar Association

### Bar and Court Admissions

- Texas
- Louisiana
- U.S. District Court for the Southern District of Texas
- U.S. District Court for the Western District of Texas

### Education

- University of North Texas, M.L.I.S.
- South Texas College of Law, J.D.
- Texas Tech University, B.A., Political Science