

HANS HAGLUND

**MANAGING DIRECTOR – BUSINESS DEVELOPMENT / WASHINGTON,
D.C. METRO OFFICE**

Hans Haglund leads the firm's business development efforts. He and his team are responsible for all activity that helps attract and retain clients, including marketing, communications, business development, and media relations.

Hans is a pioneer in leading law firms to increase revenue by connecting data and people. He co-founded Manzama, a content integration and analytics software now used by nearly half of Am Law 100 law firms for their client intelligence. Hans is a member of several M&A and venture capital professional organizations, a board member of two emerging growth companies, and a partner in an early-stage investment fund.

His unique perspective and extensive experience enable him to holistically support clients, using data and advanced analytics to identify strategic opportunities that enhance outcomes and fuel regenerative revenue sources. He is committed to supporting innovation and sustainability in the legal industry and enjoys working with a talented and diverse team that shares this vision.



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BACKGROUND

Background

Hans has led multiple business development, marketing, sales, and pursuit teams at several of the world's largest law firms as a C-level executive, including at Eversheds Sutherland, Blank Rome LLP, and Patton Boggs LLP. Prior to joining the firm, he served as Vice President of Business Development at Foundation Software Group, a provider of collective intelligence software to law firms.

Education

B.S., Business, University of Redlands, 1992

NEWS/EVENTS

Speaking Engagements

- “Re-Engineering the Firm via a Client-centric Experience” Panel

Discussion, Thomson Reuters Institute Annual Marketing Partner
Forum, Amelia Island, FL, January 2024.