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From Litigator to Innovator

Cindy Towers, CEO, Jurisolutions, Inc.



Using an external supply of professionals is not uncommon in many industries, including engineering, construction and marketing. But, to take that concept and apply it to a profession that has remained largely unchanged for more than 100 years took more than a little bravery.

Cindy Towers is CEO and co-founder of JuriSolutions, a family of companies—CYLA, JuriStaff and JXP Search—specializing in the innovative delivery of legal services and the building of successful legal teams. It was while practicing law that she was able to see firsthand the need for her business.

“I was a litigator, and I had a very large lawsuit I was working on for a client. The case involved a tremendous number of documents and briefs that had to get written, and we didn’t have the bandwidth within the firm to handle the work. The concept of a temporary lawyer was brand new at the time, so I hired one,” she explains.

Towers agrees that it turned out to be a great solution, but she thought that “the delivery model—especially for the more sophisticated work—could be better,” so she set out to improve and perfect the concept.

She says that while there will always be a demand for traditional brick-and-mortar law firms, corporations of all sizes—from the Fortune 50 to those with less than a million dollars in revenue—have welcomed her company’s innovative approach to increasing efficiency and controlling legal spending while still providing superior quality legal services.

JuriSolutions’ newest company, CYLA, has more than 150 top lawyers working across the country. These lawyers are not contracted freelancers but are employees similar to those in a traditional law firm. However, unlike a traditional law firm, CYLA does not house its attorneys in expensive office spaces nor does it hire new associates in need of training or have a partnership track. These differences make CYLA’s model significantly less expensive: By passing these savings on to its clients, CYLA is able to offer the same quality of legal services at significantly reduced rates.

Towers proudly states that it’s been easy finding skilled lawyers who are happy to not be linked to a single office. She reports, “There is a tremendous amount of legal talent out there looking for the opportunity to practice law without the pressures of partnership tracks and bringing in business.”

And, there is the attraction of a flexible lifestyle.

“While some of our attorneys work on site at [a] client’s location, oftentimes, our attorneys are allowed to work from home remotely. They can live in a very rural area and still work for a top client in Manhattan,” Towers explains. “It’s a perfect option for women who need some flexibility in their life. Many of the assignments are virtual; this allows moms to go to soccer games in the afternoon and then work at 2 or 3 o’clock in the morning. At the end of the day, the work is getting done by



very intelligent, bright lawyers. And the upside to the client is, it’s at a fraction of the price.”

Towers’ company gained WBENC certification in 2008, and she says it has been transforming for herself, as well as for her organization. However, she cautions against making the assumption, “I’m certified; I am entitled to the business.”

She affirms, “You still have to have a really good business model, and you have to be able to perform and provide value to your clients. What certification does is give you an opportunity to do that.”

Her key to maintaining the momentum of business is to always anticipate her clients’ needs.

“It’s constantly looking around the corner and constantly looking into the future for your clients and coming out with solutions to problems they might not even realize they have yet.”

Source: WBENC