

Christopher P. Ende*

Chief Value Officer

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As Chief Value Officer, Christopher Ende leads Goulston & Storrs' strategic initiatives relating to pricing structures, legal project management, practice innovation, and profitability analysis. Chris collaborates across all firm legal practices and professional departments to deliver increased value to clients through innovative fee arrangements, process improvement, and data analytics. He works directly with clients to deliver tailored pricing solutions and service delivery models that align incentives and facilitate successful outcomes. Chris draws on his knowledge gained as an in-house legal operations leader to effectively design win-win solutions.

Chris has deep experience in the business of law and brings a "voice of the client" perspective to the firm. Chris previously led the outside counsel spend management program for a Fortune 15 company where he developed strategies to optimize outside counsel spend, including designing a preferred provider program, building an award-winning, custom application to drive data-driven selection of outside counsel, and designing metrics to measure performance and value. He also held a senior leadership position at an alternative legal services provider where he developed solutions for corporate legal departments to improve operational efficiency and reduce legal costs. Prior to those roles, Chris built and led the global pricing and project management program at an Am Law 50 law firm.

With an extensive list of speaking engagements and publications, Chris is well known for his wide-ranging experience, and his proven track record of driving innovation and operational improvements. He is a co-founder and officer of Legal Value Network and regularly speaks at industry events on pricing, legal operations and the changing legal services ecosystem.

**Christopher Ende is not a practicing attorney.*

Accolades

- College of Law Practice Management, Fellow Elect, 2018

Affiliations

- Thomson Reuters Practice Innovations Editorial Board Member, 2019 and 2020
- Legal Value Network, Co-Founder and Board Member
- LMA P3 Conference, Co-Chair, 2018 and 2019
- LMA P3 Conference, Conference Committee, 2017

Education

- University of Virginia School of Law (J.D., 2002)
- Canisius College (B.A., 1997)

Publications

February 24, 2020

Does Your Law Firm Need a Data Quality Specialist?

Thomson Reuters Legal Executive Institute

February 4, 2020

SALI Alliance Announces LMSS 1.0 of Legal Matter Standard

August 2016

Setting the Mindset from Day 1: Training Associates on Pricing, Project Management, and the Business of Law

NALP PD Quarterly

December 2015

The Rise of the Legal Industry's Project Management Office

Bloomberg Law