

# Kelly C. Harbour\*

*Chief Business Development Officer*

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As the Chief Business Development Officer, Kelly Harbour directs the firm's business development, client service, legal practice management, and marketing and communications efforts. She oversees a team of talented professionals leading initiatives to generate revenue throughout the client lifecycle, from acquisition through retention and growth.

Kelly is a member of the firm's Executive Committee and spends her time providing leadership, guidance, and tactical support related to business plans for practices, teams, and individuals from conception through implementation. She is also part of the team focused on the client experience, including client feedback activities. In addition, Kelly oversees attorney training and coaching across marketing and business development disciplines.

Kelly has more than 20 years of experience in professional services with responsibilities well beyond marketing and business development, including technology and operations. She brings this diverse experience to bear for the firm in the form of creating data-driven analysis, increasing the use of technology, and developing efficient processes and frameworks that create a scalable foundation for growth.

## Trending Topics of Interest

Kelly is passionate about the legal industry and embraces the changes ahead. A self-proclaimed data, process improvement, and technology enthusiast, she gives generously of her time as the pro bono Director of Member Engagement for the SALI Alliance, a not-for-profit organization comprised of legal industry professionals from legal operations, law firms, and solution providers developing open, practical industry standards for efficient and innovative legal services. Kelly is proud that Goulston & Storrs was among the first adopters of the SALI Alliance's Legal Matter Specification Standard.

*\*Kelly Harbour is not a practicing attorney.*

## Accolades

- Massachusetts Lawyers Weekly Excellence in the Law [Excellence in Marketing](#), 2020

## Affiliations

- Director of Member Engagement, SALI Alliance

## Education

- University of Miami (B.A.)
- George Washington University (M.P.S., Law Firm Management)