

Ivy B. Grey, JD, LLM

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Lawyer | Entrepreneur | Innovator

Strategic Innovation Experience

WordRake LLC, Seattle, WA/Chicago, IL (Remote)

Vice President, Strategy & Business Development, November 2019–Present; Director, Business Strategy, November 2018–2019

- Responsible for business strategy, process improvement, competitive analysis and positioning, marketing, branding.
- Analyze legal industry consolidation trends; present strategic initiatives and acquisition opportunities to board.
- Manage full-time business development employees; oversee evaluation, professional improvement, and rewards.
- Manage team of marketing contractors and writers to create content and assets necessary to meet strategic goals.
- Coordinate initiatives between product development teams and customer success teams.
- Lead product specification planning, design, and product documentation.
- Prepare, justify, and manage annual operating budget; responsible for adjusting expenditures based on results.
- Created two new full-time employee roles and led recruitment, hiring, and on-boarding process.
- Developed concept of legal industry collaboration focused on document competency, pitched concept to major collaborating non-profit partner, and recruited seven-member team to begin strategic development.
- Led industry-wide collaboration to create standards for technology competence and to promote their adoption.
- Responsible for defining a new category of legal technology guided by a simple, yet sophisticated interpretation of a lawyer's ethical duty of technology competence; released working paper for comment in under nine months.
- Provide legal writing subject-matter expertise that serves as basis for product development and strategic marketing.
- Uses multidisciplinary background to accelerate growth of WordRake's userbase and improve adoption and renewal.
- Researched ethics decisions; wrote white papers and gave speeches about how incompetent use of technology when creating documents leads to unethical overbilling and accidental disclosure of confidential information.
- Redesigned website, crafted web content, and overhauled ecommerce user experience.
- Grew sales via inbound marketing driven by personal brand in the legal technology space.

Intelligent Editing Ltd, New York, NY/Chicago, IL (Remote)

Creator of American Legal Style, May 2015–November 2018; and Advisor, Legal Sector, November 2018–Present

- Developed American Legal Style for PerfectIt, which is a legal-specific version of an editing and proofreading software that runs in Microsoft Word. The legal version includes checks for consistency and compliance with citation styles.
- Led product development, product specification planning, analysis, design, and user testing.
- Created five-year strategic product development plan designed to grow revenue and enable strategic partnerships.
- Guided website refresh and crafted web content while redesigning the ecommerce user experience.
- Managed user communication strategy regarding conversion from permanent licenses to annual subscriptions (SaaS).
- Grew legal sector sales via inbound marketing driven by personal reputation in the legal tech community as a thought leader focused on incremental improvements.
- Drafted regular articles for *Law Technology Today*, *Above the Law/Evolve the Law*, *Rocket Matter's Legal Productivity Blog*, and *Intelligent Editing's* blog. Drafted in-depth white papers on ethics and technology issues.
- Advise on company growth and hiring strategies; company grew from three to twelve employees in three years.

Legal Practice Experience

Griffin Hamersky LLP, New York, NY/Chicago, IL (Remote)

Senior Attorney, July 2015–November 2018

- Guided and mentored junior associates through bankruptcy plan, disclosure statement, and confirmation process.
- Managed document tracking for bankruptcy cases; responsible for enforcing final document quality standards.
- Briefing, research, and strategy for contested sale of assets – including customer lists with personally identifiable information – and hybrid intellectual property licenses in *Columbia House* bankruptcy.
- First chair for contested lien litigation; responsible for all strategy, briefing, and argument.
- Comprehensive knowledge of commercial law, including secured financing, commercial paper, sales and leasing.

Togut, Segal & Segal LLP, New York, NY

Associate, January 2012–June 2015

- Managed document tracking for bankruptcy cases; responsible for enforcing final document quality standards.
- Coordinated timely document creation for bankruptcy plan, disclosure statement, and confirmation process.
- Oversaw associate involvement in claims analysis and tracking process in *Dewey & LeBeouf* bankruptcy.
- Research and strategy for successfully challenging security interests in intellectual property in *Kodak* bankruptcy.
- Corporate bankruptcy experience representing debtors, strategic buyers, and committees.
- Consumer bankruptcy experience developed through representing Chapter 7 panel trustee.
- Developed and implemented lien perfection review protocol.
- Advocated for technology and process improvements; coordinated legal service delivery for major cases.

Davis Wright Tremaine LLP, Portland, OR

Associate, August 2008–July 2011; Summers 2007, 2006

- Coordinated team of about 10 junior and senior associates to manage firm’s representation of 1031 exchange investors in *General Growth Properties* bankruptcy.
- Managed all document tracking and distribution within firm and externally to 1031 exchange investors.
- Briefing, research, strategy, and negotiation in contentious acquisition of legacy IPv4 addresses from *Nortel* bankruptcy estate, which was contested by ARIN and in the internet community.
- Transactional experience representing banks, commercial lenders, private equity funds, distressed investors.
- Represented creditors in full spectrum of remedies including collections, judicial and nonjudicial foreclosure proceedings for real estate. Substantial experience in mortgage recording issues.

Other Experience

Technology Training, Technical Writing & IT, 1998–2001, 2004–2005, 2015–Present

- Wrote and edited “how to” articles, training and instruction manuals.
- Designed and implemented databases and automated processes.
- Presented individual and group training courses and CLEs on the MS Office Suite and Adobe programs.

Public Relations, Marketing & Brand Development, 1997–2004, 2015–Present

- Public relations and account representative responsible for press releases and developing relationships with media.
- Conducted industry and opposition research and analysis.
- Responsible for crisis communication and damage control.
- Planned and implemented “corporate citizen” initiatives and coordinated community outreach programs.
- Developed and implemented strategic marketing and publicity plans. Wrote newsletters.

Organizational Management & Compliance, 2007–2014

- Founded ground-breaking dance organization that redefined partner dance, community organization, and inclusion.
- Founded multiple arts organizations, achieved 501(c)(3) recognition, and managed succession planning.
- Managed business, including reporting, compliance, project management, and strategic communication.
- Managed teams of 10-20 staff and 80-100 independent contractors and volunteers.
- Oversaw the professional development of staff and volunteers; responsible for creating goal-aligned projects and training opportunities.
- Developed organization’s budget, negotiated costs, and tracked expenses to ensure a balanced budget.
- Managed all financial reporting; investigated and negotiated resolutions regarding potential conflicts or self-dealing.
- Served as strategic director, legal advisor, and compliance manager.
- Drafted policy guides and formation documents.
- Created, grew, and guided online and in-person communities and developed brand advocates.

Selected Publications

- [*To Increase Client Satisfaction, Improve Yourself*](#), ABOVE THE LAW, Jun. 28, 2018
- [*To Innovate in Law, We Need Analysis, Not Hype*](#), ABOVE THE LAW, Apr. 5, 2018

- [Why Better Technology Implementation Isn't About the Tech](#), ABOVE THE LAW, Jan. 3, 2018
- [Designing Technology Training Programs That Work](#), LAW TECHNOLOGY TODAY, Dec. 20, 2017
- [How the Tech We Get Holds Back the Tech We Need](#), ABOVE THE LAW, Dec. 5, 2017
- [Exploring the Ethical Duty of Technology Competence, Part I](#), LAW TECHNOLOGY TODAY, Mar. 8, 2017

Selected Awards & Recognition

- Founder, The Effectiveness Project, a legal industry collaboration supported by LTC4, January 2020—Present
- Influential Woman in Legal Technology, International Legal Technology Association, March 2020
- Key Note Speaker, The Ethical Duty of Technology Competence, November 2018—Present
- FastCase 50 Honoree, FastCase, July 2018
- Women of Legal Tech – Class of 2018, ABA Legal Technology Resource Center, April 2018
- Rising Star, New York Metro Area, Super Lawyers, 2014, 2015, 2016, 2017, and 2018
- Winner, Best in Show, Legal Tech Division, Chicago Legal Tech Innovator Showcase, October 2017
- Finalist, Legal Education Category, Alt.Legal Innovation Awards, October 2016
- *Inactive Bar Admissions*: Illinois, 2016; New York, 2014; Oregon, 2008

Education

LL.M.—St. John's University School of Law, New York, NY (2015)

Honors & Awards: Dean's Merit Scholarship; Dean's Award for Excellence in Securitization, and Negotiation

J.D.—University of Houston Law Center, Houston, TX (2008)

Honors & Awards: Top 20%; Chief Notes & Comments Editor, Houston Business & Tax Law Journal; SBA President

B.A.—Scripps College, Claremont, CA (2001)

Honors & Awards: Crombie Alan Writing Award; Student Activities Chairperson; Student Government (all 4 years)