



## JUSTIN E. CRAWFORD

Talent Optimization Specialist

I'm an attorney, bestselling author, serial entrepreneur and seasoned leadership coach who specializes in helping law firms grow through strategic talent acquisition, retention & optimization strategies.

I build and optimize systems and coaching programs designed to help law firms:

- Attract Top Talent
- Increase Employee Retention
- Maximize Profit Margins



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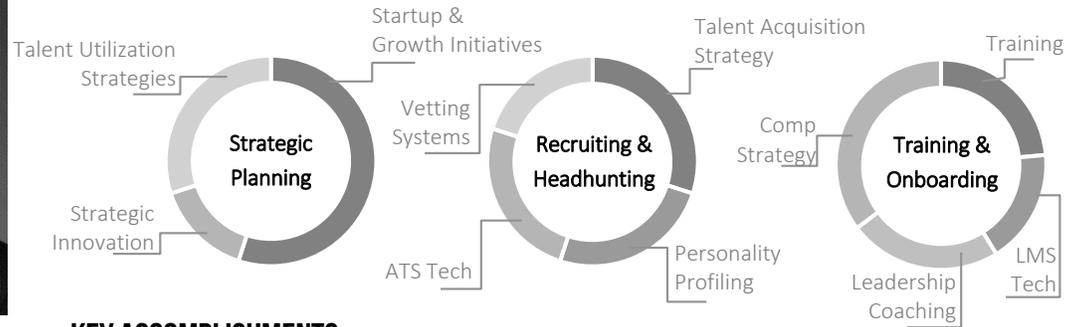


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3132 Silbury Hill  
Downingtown, PA 19335

## SKILLS



## KEY ACCOMPLISHMENTS

- Built 3 multi-million-dollar organizations from the ground up, and **presently run the largest and most respected recruiting firm in the country** for recruiting COOs and CFOs for small law firms.
- Leveraged COO responsibility for one of the three largest global shipping companies in the world to **streamline operations and talent optimization strategies to reduce costs by nearly 50 percent.**
- **Build out recruiting and talent optimization systems** to help rapidly-growing Inc. 5000 legal consulting firm scale from \$10M to \$100M in annual revenue.
- Routinely **advise hundreds of companies around the world** on talent acquisition, operational process refinement, and staff coaching.

## PUBLICATIONS

**BOOKS:** Author of multiple books on entrepreneurship. Most notable is *Live Free or DIY*, a #1 international bestseller that has received acclaim from Kirkus Reviews to being named as one of five “must-read business books” by Inc. Magazine.

**ARTICLES:** Contributor to Fast Company and many other media publications around the country. Examples and specific publications available upon request.

## EDUCATION

### NEW YORK UNIVERSITY

- Stern School of Business: Finance, Accounting & Statistics.
- Polytechnic School of Engineering: Entrepreneurship.

### RUTGERS UNIVERSITY SCHOOL OF LAW – NEWARK

Doctor of Law (JD). Graduated *Cum Laude*.

### UNITED STATES MERCHANT MARINE ACADEMY

Bachelor of Science (BS). Awards include: *Who’s Who Among American Students*, *Projecta Acta Award*, and *Academic Excellence Ribbon*.

## MEDIA COVERAGE



WALL STREET SELECT



# EXPERIENCE

## DIRECTOR, STAFF COACHING PROGRAM – HOW TO MANAGE A SMALL LAW FIRM

2016 – PRESENT

Brought into rapidly-growing Inc. 5000 legal consulting firm (the largest provider of fractional c-suite services to small law firms in the country) to build out recruiting and talent optimization systems to help the firm scale from \$10M to \$100M in annual revenues. Singularly responsible for the design, build-out, launch and management of the Staff Coaching Program - details of which are available at [LawFirmStaffCoaching.com](http://LawFirmStaffCoaching.com).

- Served in fractional CEO, COO & CFO roles to dozens of law firms around the country as one of the firm's most elite law practice management advisors to the firm's most valued law firm clients.
- Lead high-level strategy workshops for the firm's more valued clients in business plan development, growth strategy, and operational process refinement.
- Completely revamped recruiting, onboarding and training systems to increase workforce by almost 600% in less than 2 years and lay the foundation to improve the quality of the firm's core programs.
- Built Staff Coaching Program from the ground up to attract, develop and retain top talent, reduce HR drama, and increase productivity across the firm's client base.

## CHIEF OPERATIONS OFFICER – CHINA SHIPPING COMPANY

2003 – 2016

Granted C-level authority and singular responsibility for management of all marine operations in the Americas, East of the Panama Canal, for one of the three largest global shipping companies in the world.

- Built internal team which, leveraged with external network, innovative business practices and lean management ultimately created a productivity gap so vast as to halt M&A negotiations.
- Collaborated with innovative company out of Silicon Valley to help develop paradigm-shifting technology to turn industry headwinds into an opportunity for rapid expansion.
- Negotiated and secured manifold multi-million-dollar contracts to improve profits by nearly 50 percent.
- Collaborated with C-level leadership on opportunities to penetrate new markets.

## STARTUP/ENTREPRENEURIAL & CONSULTING EXPERIENCE

2001 – PRESENT

Serial entrepreneur with international reputation for expertise in growth hacking and operational process refinement.

- Built 3 multi-million-dollar organizations from the ground up, including core teambuilding, and the design and implementation of all business development strategies.
- Served as a board member or special advisor to dozens of companies, including startups, small-businesses and non-profits, from Silicon Valley to New York City.
- Spearheaded the visioning, wire framing and design, development, and deployment of an extremely large and intricate 7-figure web-based business, managing resources across 4 continents.
- Cultivated an international reputation as an expert in operational process refinement – specializing in human-talent-centric systems. Routinely advise companies around the world on strategic talent acquisition, retention & optimization strategies.

# REFERENCES

Richard Pinal  
Attorney & CEO

“ Justin... brings a plethora of academic and real-world experience to ... businesses seeking intelligent solutions to complex challenges. ... [H]e understands the unique harmony of people, process, and idea. ”

“ Justin is the guy that makes you wish you had magical writing skills to convey his value and influence.... He is intelligent, intuitive, and demonstrates natural skill in everything he puts his hand to... [a]nyone would be privileged to work with or simply know Justin. ”

James Brock  
Operations Manager

# EXPERIENCE

## LEGAL EXPERIENCE

2009 – 2012

Partner, Geraghty Suarez, LLP (2009-2011), Of Counsel, Lochner Law Firm, P.C. (2010-2012)  
Corporate Counsel for numerous organizations (2009 – 2016)

Provided sound legal counsel and tactical direction through in-house counsel and of counsel relationships to numerous companies – guiding decisions on corporate formation and compliance, tax strategy, contract negotiation and drafting, mergers and acquisitions, arbitration and litigation.

- Collaborated with named partners of Geraghty Suarez, LLP on several cases involving difficult litigation: seamlessly navigated state and federal procedural hurdles for a **multi-million-dollar trial** in New York City.
- Assured legal compliance with all intellectual property laws, **negotiated contracts and aligned series of complex relationships** between multiple organizations across the US, Europe, India, and China, capitalizing on all available revenue streams and marketing synergies to propel development initiative for a seven-figure web-based business.
- Teamed with Lochner Law Firm named partner on diverse cases spanning vessel arrests, conflict of laws, and constitutional issues – many involving **marine insurance contracts and general corporate law** such as contract and liability reviews, and employee manuals / job descriptions drafting.
- Responsible for **corporate record compliance, tax strategy, contract management and negotiations** for numerous partnerships and corporations competing in diverse sectors of the economy.

## MILITARY EXPERIENCE

1996-2009

Lieutenant, USNR (Ret.)

Iraq / Afghan veteran respected by both senior leadership and subordinates as one of the most distinguished leaders in every assignment given throughout tenure with US Navy: routinely selected for special overseas initiatives typically reserved for Commanders and Captains due to unique professional skill set and renowned leadership capabilities.

- Highly regarded for relentlessly seeking methods to streamline operations and change modes of thought, **working one-on-one with Acting Admiral** to enhance internal operations in Italy during Iraq / Afghan war.
- Requested by Admiral to play a key role in the **complete overhaul of the entire training program** for US Merchant Marine Reserve, Individual Ready Reserve (IRR) Program – creating advanced system for specialized division.
- Appointed to **command all port operations in Rota, Spain** during Iraq / Afghan war, and coordinated efforts between Army and Navy to deliver supplies to the Middle East from The Netherlands.
- Elevated to **Training Director** of selective reserve unit in Baltimore, Maryland.

# CERTIFICATIONS

SIX SIGMA CERTIFICATION IN LEAN MANAGEMENT

CONTENT MARKETING CERTIFICATION

LICENSED ATTORNEY AT LAW, RETIRED

New York & New Jersey

# REFERENCES

Matt Steinruck  
Marketing Director

“ Justin has always impressed me as one of the most brilliant, resourceful and thriving entrepreneurs I've met. His story is remarkable, and the natural skills and gifts with which he operates keep him laser focused and keenly aware. ”

“ I've worked closely with Justin for fifteen years. From day one, he has distinguished himself as highly intelligent, knowledgeable, insightful, and professional.... He is able to juggle a mind-boggling number of tasks and difficulties - that would cause most others to collapse under the weight- with steadfast grace. ”

Sean Amato  
Contracts Manager