



# Attitude Consulting

## ABOUT ATTITUDE CONSULTING

Attitude Consulting is a **full-service marketing, public relations** and **corporate development** consulting firm based in Miami, advising **general counsels, arbitrators, law and professional services firms, private banking, corporate finance** and **family offices** in the **US, Europe and Latin America**.

Attitude Consulting works as an **outsourced** marketing, public relations and corporate development department and **helps firms expand into new countries** by building strategic alliances with their peers in the US, Europe and Latin America.

We have a proven track record of making big differences with small investments for **general counsels, arbitrators, small and mid-sized law firms** who want to outsource their marketing department **as well as global firms** that need additional resources or the specialized knowledge we bring to specific assignments.

**Our aim is to enhance your firm's brand awareness, visibility and prestige.** Projects may include preparing submissions for legal directories, managing media relations to get you featured in the press, organizing corporate events, finding speaking engagements at conferences and networking opportunities, designing and optimizing your website and social media pages, creating promotional videos, designing your marketing material in line with your image.

We also identify and help you **reach strategic national or cross-border alliances with foreign peers in Europe, Latin America and the US** to expand your business.

*“You'll save time and money*

*by focussing on your practice*

*and letting us do the rainmaking.”*

# SERVICES

## MARKETING & COMMUNICATIONS

## PROFILE RAISING ACTIVITIES

### Awards and rankings submissions and profiles:

Our clients are regularly ranked in the best international legal directories (Chambers, Legal500, Best lawyers, ILO, etc.).

### Graphic design, branding and messaging:

For you to boast a professional corporate image, we design your logo, business cards, brochures, flyers, posters, etc. and ensure your brand is respected in all corporate paper and e-items.

### Advertising and reports:

They will be placed in targeted legal or business publications as well as in legal directories in the US and abroad.

### Website & social media:

We design brand new websites, or help you refurbish yours, to create an online presence that is consistent with your firm's overall strategy. In addition, we set up your LinkedIn, Facebook and Twitter pages to keep your contact networks up-to-date with your activity.

### E-Newsletters:

You'll write some articles on trending topics or breaking news for the electronic, iPad friendly printable e-newsletter which will be sent to clients, prospects, reporters and legal directories.

### Speaking engagements:

Be part of expert panels at industry conferences and enhance your reputation and exposure.

### Sponsorships of events:

Sponsor a gathering in a Chamber of Commerce, a sport event, a legal awards ceremony or other selected events to boost your firm's visibility.

### Client events and hospitality:

We identify and organize appropriate client entertainment opportunities (breakfasts, cocktails, dinners, in house conferences, etc.).

### Promotional videos:

Posted on your website, they are great to introduce your firm in a few minutes.

## MEDIA RELATIONS

We will help you develop a media presence strategy. Our aim is that your firm be present in the national, international and foreign legal and business press as well as web and social media.

### **Press Releases:**

We write and distribute press releases with the latest news about your firm.

### **Article Writing:**

We suggest that your partners write a series of articles on trending topics to be placed in various legal and business publications. This is a great way to raise visibility while building content for your website.

### **Media Guest Appearances:**

We will strive to get you featured and quoted as experts in prestigious printed or digital publications to enhance your reputation and exposure.



*“Attitude Consulting*

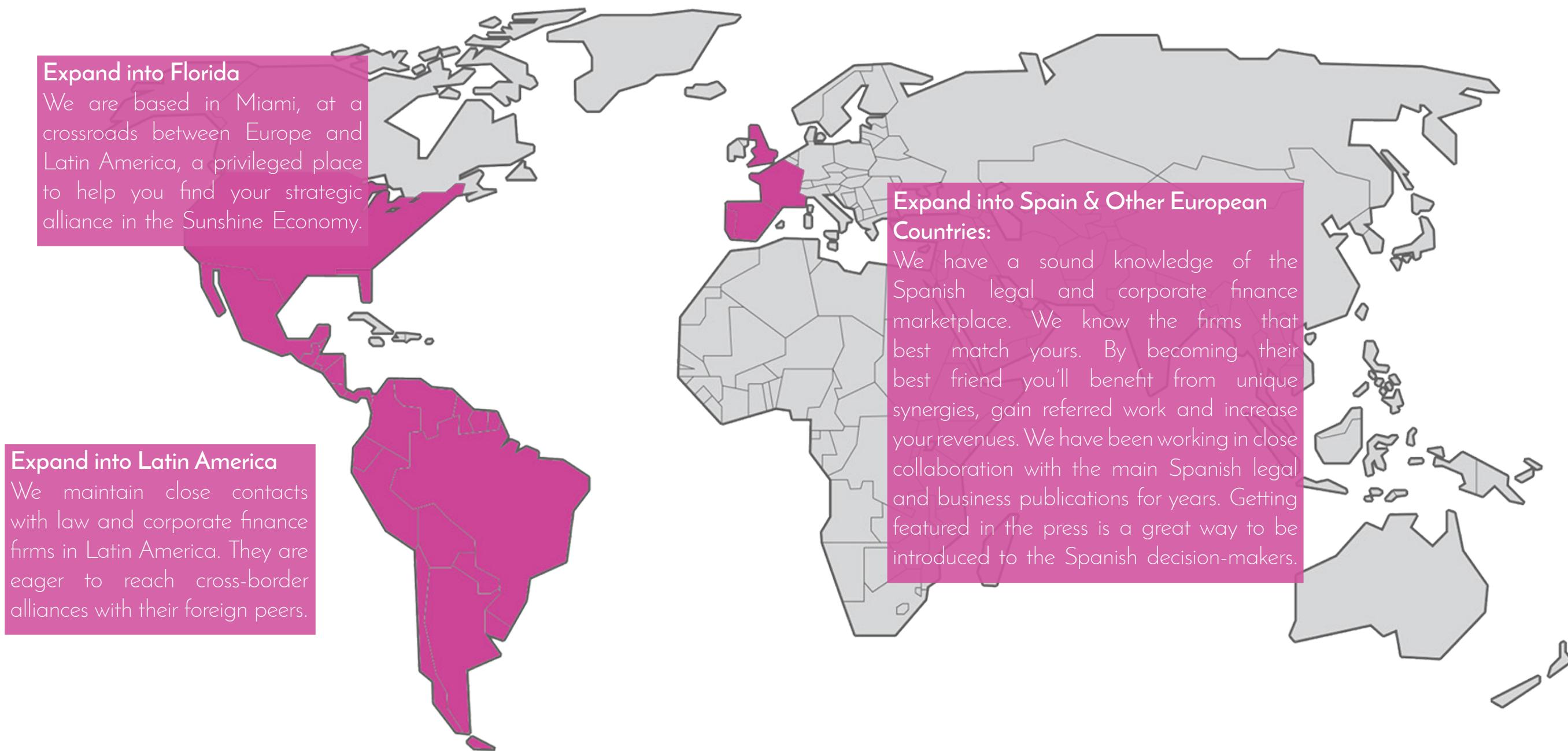
*helps you grow your firm’s*

*potential with the right*

*Attitude and a French touch!”*

## EXPANSION/CORPORATE DEVELOPMENT

Attitude Consulting's existing connections with law and corporate finance firms in **Europe, Latin America and the US** will help you reach national or cross-border strategic alliances with your peers and write cooperation agreements to obtain more referred work and increase your turnover.



# OUR TEAM

**Marie-Christine** is a versatile multilingual professional with international experience in marketing and business development for law firms and corporate finance media, as well as in private banking and in the derivatives markets.

She's worked for 18 years in the UK, France and Spain, and settled in Miami in 2014.. She started her career at a London based financial futures broker (Societe Generale Group), and later at Credit Suisse Private Banking in the asset management industry.

Among her achievements, Marie took part in the creation of two start-ups: a Spanish family office and TTR Transactional Track Record, an award winning online source of information on corporate finance, tracking transactions in Spain, Portugal and Latin America. In addition, she set up the mutual funds department of a Societe Generale's online broker in Spain.

Furthermore, in 2007, Marie established a Spanish law firm's marketing, public relations and business development practice in Madrid and she's been working as a marketing and business development consulting for law firms and professional services firms since then, enjoying the great many possibilities offered to them to enhance their visibility, increase their client portfolios and boost their revenue.

She holds a Master's degree in International Business from ESCE Business School (Paris, France), a European Business Certificate from the Ancona University (Italy) and a French-Spanish Post Graduate in Business and International Management from the Bordeaux University and the Madrid Universidad Autónoma. She speaks French, Spanish, English and Italian.

*"Marie is a hard working, focused professional who has developed a critical area of a law firm from scratch."*

-Rivero & Gustafson Abogados, Spain



**Marie-Christine Battier**  
**Managing Director**

mcbattier@attitude-consulting.com



**Jessica Diaz** is a marketing and business development consultant.

Prior to joining Attitude Consulting, Jessica worked for Max Marketing where she created graphics, websites, newsletters, templates for workbooks, business cards, social media ads and much more.

At Florida International University, Jessica became president of AdFed, the Advertising club.

Jessica obtained her Bachelor's degree in Creative Advertising from Florida International University.

She is fluent in both English and Spanish.

Jessica particularly enjoys the outdoors, art, science, and design.

**Jessica Diaz**  
**Marketing & Business**  
**Development Consultant**  
jdiaz@attitude-consulting.com

# NEWSROOM

## Attitude Consulting, Media Partner of:

XIème Congrès International d'Arbitrage, Lima, Pérou, 2017



CPR Institute (The International Institute for Conflict Prevention and Resolution). Annual Meeting 2017, Miami



ITechLaw Madrid 2016



ITechLaw Miami 2016



## Arbitration Wins in Latin America

2 July 2017. *El País (Spain)* mentions Attitude Consulting.



Although the region has taken some steps to improve legal security in recent years, the possibility of going to international mediation is key to fostering capital inflows.

## Chile And Perú, The Most Attractive Latin American Countries to Invest In

5 Feb.2017\_Expansión (España)



Chile, Peru and Colombia are the three most attractive countries for foreign investment in Latin America for this year that has just begun. It is the result of a survey carried out by Miami-based consulting agency **Attitude Consulting**, among the commercial lawyers of the main local law firms in the region.

## Which Latin American Countries Do Law Firms Recommend To Invest In?

20 Feb 2017\_Confilegal (Spain)

According to a survey carried out in the last months of 2016 by **Attitude Consulting**, among lawyers in some of the main offices in Latin America, the best countries in the Region to invest in are **Chile, Colombia and Peru**, although everything depends on the sectors of interest and the degree of risk tolerance of the investor.



# NEWSROOM

## Attitude Consulting, media partner of ITechLaw Madrid 2016

Great success for the European ITech Law Conference, Madrid 2016

29 Nov. 2016\_Attitude Consulting for Conflegal (Spain)



The worldwide technology lawyers association, ITechLaw (International Technology Law Association), which gathers more than 1,000 technology and digital law lawyers from around the world, held its 2016 European Conference at the Madrid Westin Palace Hotel from November 9 until November 11.

**Elisa Garijo** from **IBM Spain**, spoke to all attendees about the Impact of Cognitive Technologies in the Legal Spheres and shared details about how it's now possible to have a cognitive discussion between machine and man. She shared a thought provoking video featuring IBM's Watson and how it can function as a colleague and enhance decision making.

The session on "**Blockchain**" and the revolution it will involve in understanding the financial sector and the hiring between absentees, or in the case of "**Pokemon Go**," on the legal implications of this game of augmented reality, are good examples of the novel issues tried. Equally futuristic and novel was the session on "e-health" or the speech on robotics and artificial intelligence by **Alejandro Sánchez del Campo** of **Telefónica**, that presented his interesting book "Reflections of a legal replicant" a few days ago.

There was also a discussion on how human body insertables are becoming the new wearables, and an intense one around which is better: the EU General Data Protection Regulation or US Privacy Laws? And of course, the new Trump era was not lacking in the debate.

## Miami hosted, once again, the Chambers Latin America Awards 5 Oct. 2016\_Attitude Consulting for Conflegal (Spain)

El pasado 16 de septiembre, la "crème de la crème" de la abogacía latinoamericana se dio cita en el Hotel Ritz-Carlton de South Beach para celebrar los octavos premios Chambers Latin America (Bufetes Latinoamérica) 2016.

Considerando el reciente anuncio de la alianza entre el titán colombiano Posse Herrera Ruiz y el ibérico Cuatrecasas, llamó la atención la ausencia de representantes del despacho ibérico, si bien Jaime Herrera estuvo presente y fue uno de los grandes focos de atención de la noche ante ese anuncio.

Además, numerosos despachos de Latinoamérica y el Caribe así como los principales despachos americanos e internacionales que operan en la región estaban presentes.

La entrega de los premios Chambers Latin America de cada septiembre en Miami se ha consolidado como "l'évènement incontournable de la rentrée" (el acontecimiento ineludible de la reapertura), y eso que este año se solapaban en fechas con la reunión anual de la IBA en Washington DC, lo que no impidió que la asistencia superase los 450 invitados.

La esperada velada empezó por un animado cóctel en el que los asistentes, ataviados con sus smokings y trajes de gala, se saludaron efusivamente, intercambiaron tarjetas de visita o recuerdos de operaciones compartidas durante el año.

Muchos asistentes hacían escala en Miami antes de participar en la IBA en Washington DC y todos ellos se mostraban en general muy optimistas respecto al futuro en la región, si bien incertidumbres y cuestiones de actualidad estaban presentes en sus conversaciones, tales como la campaña electoral americana, el "Brexit", los acuerdos de paz en Colombia o la dramática situación por la que atraviesa Venezuela, de la que pudimos hablar con Manuel Reyna con despacho en Caracas, Araquereyna, y su hijo Manuel Reyna en Akerman en Miami -despacho que acaba de inaugurar flamantes oficinas en el nuevo Brickell City Center-.

Como viene ocurriendo desde hace varias ediciones, la presencia de despachos españoles y abogados iberoamericanos también fue muy notable, poniendo de manifiesto la gran importancia estratégica que la región Latam (Latinoamérica) tiene ya en los despachos españoles.

La presencia más destacable fue la de José María Segovia, de Uría Menéndez, que no era para menos considerando que su nuevo despacho latinoamericano, Philippi Prietocarrizosa Ferrero DU y Uría, fue uno de los grandes ganadores de la noche.

Garrigues contó también con una amplia representación de socios de sus oficinas de México, Colombia y Chile, capitaneada por Javier Ybáñez.

También estuvo presente Julio Veloso, de Broseta Abogados, que, desde años, está invirtiendo en su red en Latinoamérica, y Javier Fernández-Samaniego de Bird & Bird.



# NEWSROOM

## Launch Party at the Britto Gallery in South Beach!

Attitude Consulting, launches its headquarters in Miami, Florida. September 2015

The consolidation of Miami as the strategic hub of Latin American business leads law firms, family offices and corporate finance firms to establish business in the city. In this same manner, Attitude Consulting, an international marketing, public relations and corporate development consulting firm opened its doors to assess law and professional services firms in their strategic growth and differentiation in the U.S., Europe and Latin America.

In traditional "It's So Miami" fashion, Attitude Consulting kicked off its opening with a launch party at Romero Britto's exclusive gallery in Miami Beach. Romero Britto is both an internationally renowned pop artist and is a staple of Miami's art culture, where his work can be spotted throughout the city's most prestigious landmarks.

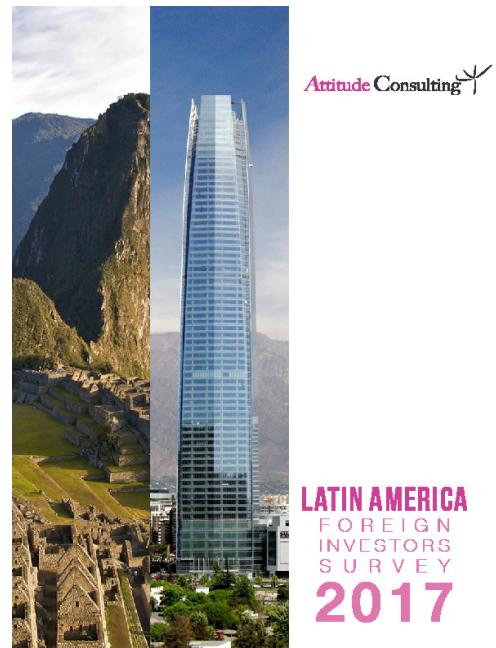
The event drew representatives from the corporate world: a broad group of American, European, and Latin American lawyers and executives from global corporations such as Yahoo!, Caterpillar, Western Union, HSBC, Accord, L'Oréal, Royal Caribbean; Spanish executives from Banco Santander, Sabadell, Indra and Amadeus; American and international law firms: Squire Patton Boggs, Bird & Bird, Diaz-Reus; special guests from Latin America included Arias & Muñoz (named El Salvador Law Firm of the Year 2015 and Regional Client Service Award 2015 by Chambers Latin America) along with prestigious local legal boutiques (Carballo Law, Berenbaum Law, Kim Vaughan Lerner Law, Abalí Milne, Kalil) and institutional representatives from the Florida International University.

**Marie-Christine Battier**, Managing Director of **Attitude Consulting**, stated "We are pleased to open our headquarters in Miami, a city strategically located to provide our clients with the best service. We want to be their outsourced marketing and business development department, and help them expand into new territories by building strategic alliances with their peers in the U.S., Europe and Latin America. Law firms have expressed their difficulty in finding a full service PR, marketing and corporate development company with an international focus, so we are convinced we will meet their expectations."



## Latin America: Survey For Foreign Investors 2017

January 2017



The current study "Latin America: Foreign Investor Survey 2017" is, as its name suggests, the result of a survey carried out by **Attitude Consulting** in the last months of 2016 between lawyers from some of the main business law firms operating in the region.

The responses are encouraging and demonstrate the dynamism of the Region and the real efforts being made to create an adequate framework that will effectively attract foreign investors beyond some claims not accompanied by politics and serious structures of which the Region has been accused of in the past.

## Big Data and Social Media in the US: The Revolution of the Presidential Campaign

30 Mar 2016 – Attitude Consulting for Expansión (Spain)



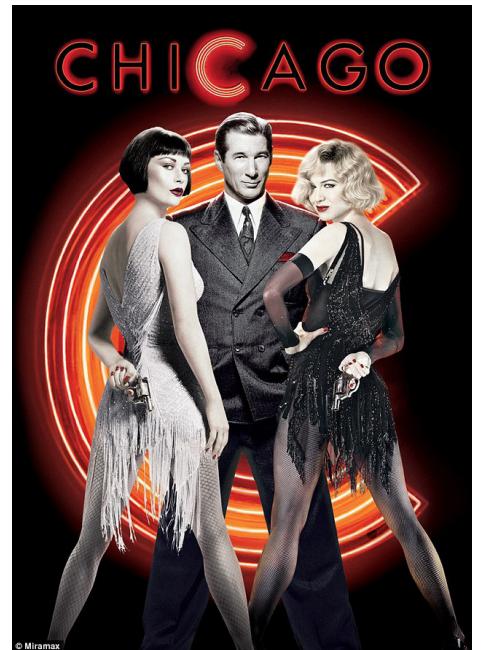
Marketing through the use of big data is no longer only practiced by industries and businesses. It's been years since all of us, the marketing professionals from the American side of the Atlantic, are noticing that Big Data has turned into the critical tool for the US presidential race.

It all goes back to the reelection of President Obama in 2012. His second victory was made possible through the strategic use of personal data. With big data, politicians are able to make better decisions, improving their campaign efforts and more accurately targeting potential voters.

# NEWSROOM

## America celebrates #Love Your Lawyer Day

6 Nov 2015\_Attitude Consulting for Expansión (Spain)



Desde hace 15 años, los abogados de Estados Unidos tienen un día señalado en el calendario. El primer viernes de noviembre se celebra el #LoveYourLawyerDay.

En un mes tan especial como noviembre para el ciudadano estadounidense, quien, apenas salido de la resaca de Halloween, se prepara con ansia para Thanksgiving, la fiesta más señalada del año para muchos, se acaba de proclamar oficialmente que el primer viernes de noviembre sea el Día del amor hacia los abogados.

Realmente, el Love Your Lawyer Day se llevaba celebrando desde hace quince años de manera informal, promovido por la American Lawyer Public Image Association pero el American Bar Association (ABA) acaba de aprobar una resolución en la que, de forma oficial, proclama que el primer viernes de cada mes de noviembre quede consagrado a ese fin.

El hashtag #LoveYourLawyerDay ya es utilizado por Colegios de Abogados, abogados y periodistas para proclamar su amor hacia el abogado y resaltar que, a pesar de ser tan vilipendiados por algunos, a los abogados -que también tienen sentimientos- también se les quiere.

A diferencia de lo que ocurre en España, donde la abogacía es un sector del que la sociedad tiene una imagen bastante positiva, en Estados Unidos los abogados siempre han sido maltratados verbalmente y retratados de manera poco favorecedora en la literatura, el cine o incluso en los musicales de Broadway -¿quién no recuerda al abogado Billy Flynn del musical Chicago?- haciendo de los abogados una de las figuras más denostadas en la sociedad. Es cierto que abusos en relación con los honorarios, incitación a las víctimas de accidentes y sus familiares a litigar en momentos de falta de serenidad por la desgracia sufrida y, en definitiva, su clara contribución a la ultra litigiosa sociedad americana, muchas veces abusando en lugar de usando del Derecho, hacen entender esa percepción.

Y es que en Estados Unidos -donde el colectivo mejor valorado son los militares- los abogados son el colectivo peor valorado, por debajo de los empresarios y de los periodistas. Eso sí, esta mala valoración social es inversamente proporcional a la valoración económica de sus servicios, ya que de todos es sabido que están entre los más caros y mejor pagados del mundo.

Este es el motivo por el que la Resolución del ABA ha decidido que cada primer viernes de noviembre se celebre y reconozca el Love your Lawyer Day para que el público conmemore a los abogados y les exprese su gratitud por su contribución al bien público y a la administración de justicia. Asimismo, la Resolución pide que todos los abogados de la Nación celebren el Love your Lawyer Day preocupándose por comunicar sus contribuciones a la sociedad y que ese día se centren especialmente en la prestación de servicios legales pro bono y las causas filantrópicas y de apoyo a la administración de la justicia.

## ICC Miami 2015 is once again the leading conference on International Arbitration for Latin American lawyers

10 Nov 2015\_Attitude Consulting for Lawyerpress (Spain)

El pasado 1 de noviembre, la Cámara de Comercio Internacional -International Chamber of Commerce- ponía el cartel de "entradas agotadas" al cocktail de inauguración de la Conferencia Internacional de Arbitraje en Latinoamérica que tuvo lugar en la terraza del hotel Mandarin Oriental de Miami. Allí, 572 participantes de 41 países se daban cita para el pistoletazo de salida de 3 días de ponencias alrededor del arbitraje internacional en América Latina y de un intenso networking.

Arias SLP -la firma liderada por David Arias y Dámaso Riaño- dio la campanada al decidir patrocinar las identificaciones personales de los congresistas que lucieron el logo del despacho español junto con él de la ICC durante toda la conferencia. Una acción de marketing muy aplaudida por la numerosa delegación española asistente, como también lo fue Linklaters que patrocinó la bolsa oficial de la conferencia con la que los asistentes transportaban su documentación, y Hogan Lovells que patrocinó, entre otros, la cena en el famoso Rusty Pelican de Key Biscayne con unas vistas impresionantes del skyline de Miami.

La novedad de esta edición fue el lanzamiento de la app de la ICC para seguir el evento (disponible como "ICC events" en la App store) que permitió hacer sesiones interactivas con involucración del público asistente que votaba en directo y solicitar reuniones de asistentes.

El grupo español presente también ha batido records este año con casi 40 participantes y con una participación destacada que evidencia el papel relevante que está adquiriendo España en este ámbito.

Así, los representantes españoles estuvieron presentes en prácticamente todas las ponencias, demostrando la importancia de España en el arbitraje internacional, con el pionero del arbitraje internacional en España Bernardo Cremades en cabeza, que presidió la mesa redonda inaugural en la que se revisó el panorama general del arbitraje en Latinoamérica. José Cerro Redondo, Director General de Asesoría Jurídica de FCC Servicios, dio la visión in-house sobre las herramientas para una efectiva gestión de los arbitrajes y no olvidó destacar la importancia de los despachos externos -para confort de la nutrida representación de despachos externos participantes-; Javier Gutiérrez de Cabiedes, director de los servicios contenciosos de Caixabank, se centró en disputas en el sector financiero y bancario; Alejandro López Ortiz, socio de Mayer Brown en París, participó en la mesa sobre ética -cuestión de extremado interés en estos momentos-.



## CONTACT US

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**DON'T FORGET TO STAY CONNECTED!**



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@MiamiAttitude

**“Attitude:**

*a little thing,*

*a big difference”*