



## Chandler Lauzon

Chief Business Planning & Performance Officer

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Toronto

### EDUCATION

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Carleton University, BJ, 1996

University of Ottawa, LLB., 1999

### BAR ADMISSIONS

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Ontario, 2001

Chandler Lauzon focuses on enhancing the firm's client relationships and service, ensuring Bennett Jones delivers differentiated value in our work.

Chandler is part of the senior management team, leads the business development, marketing and communications functions and provides guidance to leaders responsible for our Strategy and Innovation and Clients and Industries portfolios.

Chandler's mandate includes supporting and coaching our lawyers in the development and execution of their personal practice and client development plans to nurture and grow existing relationships and to acquire new work by demonstrating efficiency, collaboration and specialized expertise. He also works with his peer leaders inside the firm to develop and execute business plans that advance firm strategic goals and exceptional client service.

Having practised law for a national law firm, and as in-house counsel in both multinational corporate and small business environments, Chandler has a unique view on client service expectations and what law firms do (and do not do) well in meeting those needs. He applies this perspective in the advancement of several initiatives at the firm, including sales and pursuits, client feedback programs, value-added service offerings and client interactions, application of value-based pricing structures, and other initiatives that enhance our service delivery.

Chandler has managed teams supporting the full range of business development and marketing functions in a law firm, including client acquisition and retention, pitches and proposals, technology and CRM, competitive intelligence, digital and content marketing, website administration and social media, client events and creative services. He has led multiple technology procurement and deployment processes involving external vendors, including for marketing operations enterprise software and website revamps and

administration.

Away from work, Chandler can frequently be found undertaking a DIY renovation project, traveling the world with his family, or polishing his (very) amateur DJ skills.