

# **RDA**

**ROBERT DENNEY Associates, Inc.**    *Management, Marketing, Strategic Planning*

## **ROBERT W. DENNEY** **President**

Bob Denney graduated *with honors* from the University of Pennsylvania with a B.A. degree in English Literature. He later did post-graduate work at the Wharton School towards an MBA in marketing and management.

In 1974 he founded Robert Denney Associates, Inc., a firm that has specialized in providing management, marketing, and strategic planning expertise to over 800 law firms, offices and legal organizations throughout the United States as well as in Canada and the Caribbean.

Bob has written five books on management and marketing, two of which were published by the American Bar Association. He writes the Trendsreport column for *Law Practice* magazine and his articles have appeared in *The National Law Journal* and *Legal Management*. He has been interviewed by many publications including the *ABA Journal*, *Philadelphia Inquirer* and *The New York Times* and has conducted several national TV seminars on law firm management and marketing. His firm publishes the annual report on "What's Hot and What's Not in the Legal Profession."

He has addressed conferences sponsored by law firm networks, *The American Lawyer*, the ABA, the Canadian Bar Association, the Association of Legal Administrators, the Legal Marketing Association and IICLE. He has also been a guest lecturer at several law schools.

In the first phase of his career, Bob was President and Chief Executive Officer of an international cosmetics company and worked closely with Congress and various regulatory agencies. Along with Ralph Nader he testified before a Senate sub-committee chaired by Ted Kennedy.

A member of the American Bar Association and also a Fellow in the College of Law Practice Management, Bob is a past Director of the Legal Marketing Association and was elected to the LMA's Hall of Fame recently. He is also a member of the Board of several corporations and non-profit organizations and is active in many business, community and charitable organizations. He and his wife have nine children and live in suburban Philadelphia. After his family and his consulting work, his interests include jogging, tennis, golf, music and art.

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