



Panel: Thinking Outside The Box - Creative Collaboration Between In-House and Outside Counsel

Moderator: Greg Marshall
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Snell & Wilmer

**Thinking Outside the Box:
Creative Collaboration
Between In-House And
Outside Counsel**



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- How to go about communicating with your outside counsel about what's important to you in your in-house counsel role, such as meeting management expectations. Your outside counsel wants to know.

- What alternative fee structures best align interests, build collaboration, and produce better results than standard hourly rates. Examples of successful structures to discuss include fixed fee by stages as the litigation progresses.

- How to effectively involve outside counsel in considering and using legal process outsourcing as a means to reduce legal spend.

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- Collaborating with your outside counsel on the use of limited discovery, narrow motion practice, and early mediation to achieve your goals.

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- Ways to stay connected as more businesses turn to legal management software as the primary communication conduit between in-house and outside counsel.

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- Examples of how to make your outside counsel part of your in-house team. Have you considered inviting your outside counsel to in-house seminars? How about asking your outside counsel to put one together for you?

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- How to go about connecting your outside counsel with one another to share information and collaborate, particularly on pattern litigation.

- When and how to use your outside counsel to handle matters nationally based on subject matter or product line to build expertise and maximize efficiency.

- Examples of creative, successful collaboration efforts, including using a statistical expert to show how plaintiffs' have failed to meet their burden of proving that the testimony is in fact representative of the class as a whole).

About Greg Marshall

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Greg Marshall co-chairs the firm's Financial Services Litigation Group and focuses his practice on general civil litigation with an emphasis in the defense of financial institutions in consumer financial services litigation. His clients include national banks, credit card issuers, mortgage lenders and servicers, money transmitters, automobile finance servicers and other financial institutions. Greg has successfully defended his clients in various litigation and regulatory matters, including class actions and multi-district litigation (MDL), arising under the Truth in Lending Act (TILA), the Real Estate Settlement Procedures Act (RESPA), the Fair Credit Reporting Act (FCRA), the Telephone Consumer Protection Act (TCPA), the Unfair Debt Collection Practices Act (UDCPA), the Fair Housing Act (FHA), disputes arising under the Uniform Commercial Code (UCC), disputes involving demand deposit accounts, including various forms of check fraud and clearing house issues, and various other federal and state laws.

Greg also has substantial experience defending clients in product liability and general tort litigation. He has defended product liability and negligence actions for national and international manufacturers of consumer, automotive, industrial and other complex products, and Greg's practice includes national and regional representation of national product manufacturers, including managing defense programs for pattern litigation.

Professional Recognition and Awards

- Southwest Super Lawyers® - Rising Stars Edition, Banking (2012-2013)
- Arizona's Finest Lawyers (2012)
- Top 50 Pro Bono Attorneys, Arizona Foundation for Legal Services & Education (2011)

Professional Memberships and Activities

- Snell & Wilmer Financial Services Litigation Group, Co-Chairperson
- Snell & Wilmer Pro Bono Committee, Chairperson
- Snell & Wilmer Hiring Committee
- State Bar of Arizona
- Arizona Association of Defense Counsel
- American Bar Association
- Phoenix Art Museum, Men's Art Council Director (2005-2007)
- Arizona Bar Foundation, Legal Services Committee, Director (2005-2006)

Education

- Emory University School of Law (J.D., 1999) -- Dean's Fellow; Order of the Barristers; Order of the Advocates
- University of Arizona (B.A., cum laude, 1995)