



As Chief Legal Operations Officer for the firm, Jared Applegate believes in and continuously works to provide market insight, competitive intelligence and innovative thinking to attorneys and clients on pricing strategies and related matter management solutions – which ultimately enhances the value of work we offer our clients and strengthens the relationships we have with them as well.

Jared is responsible for managing the law firm's portfolio of alternative fees, creating innovative and practical pricing solutions and improving firm economics.

Jared's role includes guiding, advising and educating attorneys and clients on the pricing of the firm's legal services. He also develops and supports training programs on legal project management and matter management, creates templates to assess profitability and other related tools.

Jared serves as co-creator of the firm's BT ValueWorks program – a suite of pricing, process and technology solutions – that bring greater value, efficiency and predictability to the delivery of legal services. BT ValueWorks has been featured in Forbes, The American Lawyer, Law.com, Corporate Counsel Business Journal and various other industry publications.

Jared has spoken internationally on the topics of legal pricing and innovation. He has been a featured speaker and panelist for numerous entities and conferences including, Corporate Legal Operations Consortium (CLOC), Associate of Corporate Counsel (ACC), Thomson Reuters Legal Executive Institute, Legal Marketing Association's (LMA's) P3 Conference, and Briefings 5P Conference in London.

Prior to joining Barnes & Thornburg, Jared held various officer positions in the financial services sector.

Jared is a certified trainer in legal project management by LawVision and an ALPP (Accredited Legal Pricing Professional) with True Value Partnering Institute.

Jared Applegate

Chief Legal Operations Officer

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EDUCATION

Franklin College, (B.A.)

LANGUAGES

English

PRACTICES

BT ValueWorks

Professional and Community Involvement

Member, True Value Partnering Institute

Board member, Legal Marketing Association's P3 Conference

Executive Board Member, Joseph Maley Foundation

Member, Legal Value Network Council of Luminaries