



**As a pricing manager for the firm, Rick Eads focuses on providing a more data-driven approach to pricing and strategy through business intelligence, technology, data analysis and reporting solutions.**

Rick believes in the importance and in the value of creating and improving processes that drive accurate matter pricing. He invests time in pursuing and utilizing innovative and technological solutions that benefit the firm and its clients with fee predictability and financial performance information.

Rick's role focuses on understanding firm data, finding solutions within the data, and translating the results into easily digestible reports to better inform decision making by firm stake holders and clients. He is involved in the continuous improvement and development of pricing and matter management tools, including internal and external reporting related to budgets and AFAs, and manages the firm's pricing and matter management technologies.

Prior to joining Barnes & Thornburg, Rick worked as a manager for a pharmacy retail chain, with a focus on customer experience, sales, and operations at the store level. After leaving to pursue his M.B.A., Rick re-discovered talents in financial and statistical analysis, strategy and process, data technology, and mathematics.

Rick is a member 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, and various other industry publications, including The Corporate Counsel Business Journal.

## Rick Eads

### Pricing Manager

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### EDUCATION

University of Indianapolis, M.B.A.  
Wabash College, (B.A.), psychology

### LANGUAGES

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### PRACTICES

BT ValueWorks