

Session Code: UB

## BUYING THE LAW

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The legal budget has been almost untouchable for the longest time. This is no longer the case. Corporate procurement has been increasingly involved in the purchasing of legal services. Large companies, in particular, rarely mandate firms without requests for proposal (RFPs) nowadays. Legal services providers are under increasing pressure to showcase improved efficiencies and cost management. Competition among law firms is fierce and new entrants into the market are offering deep price discounts on a range of legal services. How can procurement add value to the sourcing of legal services and negotiate the best deals to earn its seat at the table when buying legal advice? Hear how GlaxoSmithKline, a pioneer in legal services procurement, cracked this new category.

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**Silvia Hodges, Ph.D.,** specializes in international legal marketing and assists law firms to grow revenue and profits through sustainable business development and marketing initiatives. She also focuses on issues affecting cross-cultural decision-making. She currently researches the influence of procurement on the buying of legal services.

Hodges conducts seminars and workshops for law firms and research projects in the legal services sector. She regularly lectures and publishes on law firm marketing and management.

She teaches at Fordham Law School, where she has pioneered courses in law firm management, "Law Firm as a Business: Managing Lawyers, Clients and Career" and "Law Firm Marketing." In addition, she teaches "Professional Services Marketing" at Emerson College.

With more than 10 years of work experience in marketing, Hodges has worked both as a marketing manager and as a consultant to law firms as well as in B2B and B2C marketing. Having lived, worked and studied in the U.S., the U.K., Germany, Belgium and Italy, she has a rich experience of diverse cultures.

Hodges holds a master's degree in business and a bachelor's degree in economics. She studied at the Universität Bayreuth/Germany, Warwick University/U.K., and Emerson

College in Brussels. She was awarded the Liam Glynn Research Scholarship of the Arizona State University's Center for Services Leadership and the Services Marketing Special Interest Group (SERVSIG) of the American Marketing Association, as well as a scholarship from the German Department of Education and Research.

**Marty Harlow** joined GlaxoSmithKline in 2002 and has held a variety of positions within the GSK Procurement function, with a focus on indirect procurement. In 2008, he was named director of legal services procurement. In this role, Harlow worked directly with the senior leaders of the GSK legal department to pioneer innovative legal sourcing initiatives. His sourcing initiatives helped the legal department significantly reduce spend across a wide range of legal services. In 2012, Harlow was named the director of professional services procurement. Among his current responsibilities are the sourcing of: legal services, consulting services, financial services, and corporate insurance/risk management and recruiting services.

Previously, Harlow held managerial positions during a 16-year tenure in IBM procurement. He was also vice president of operations at TaskPoint, Inc. He holds a bachelor's degree in business management from the Kelley School of Business at Indiana University.