

## CLIENTSFirst Consulting Welcomes Client Success Consultant Rachel Fields



**Rachel Fields**  
**Client Success Consultant**

[CLIENTSFirst Consulting](#) is excited to announce a new addition to our team. Rachel Fields joins CLIENTSFirst as our newest Client Success Consultant.

Rachel offers Clients more than 20 years' experience in legal marketing and business development technology with leading law firms ranging in size from fewer than 200 to more than 2,000 lawyers. She has experience developing and maintaining a wide range of systems including multiple CRM systems, email marketing and event management technology, experience and proposal tools and websites. She also has extensive experience partnering with IT, HR, Finance and Business Development departments to develop solutions for various data and knowledge management needs.

Rachel has spearheaded the due-diligence, vendor selection and implementation of numerous marketing technology systems at multiple firms. She is skilled at translating conversations with stakeholders to establish business requirements for new systems as well as implementing changes to improve ingrained processes. Her understanding of the legal environment and its unique people and process issues has enabled her to institute a variety of essential and successful training programs.

Rachel helps Clients with projects in the following areas:

- CRM Product, Staffing and Resource Assessments
- eMarketing Consulting & Compliance
- Communications Planning
- Targeted Training
- CRM Project Management
- Rollout Planning and Assistance

Rachel will be reaching out to you soon to introduce herself and see if she can be of service to assist with any needs or projects you may have. Rachel can also be reached at [rf@CLIENTSFirstConsulting.com](mailto:rf@CLIENTSFirstConsulting.com).



*For more than 10 years, the team at [CLIENTSFirst Consulting](#) has been helping professional services firms and other organizations successfully select and implement CRM and eMarketing systems to maximize value, adoption and return on investment. If you need help with CRM Success, please contact us at 404-249-9914 or [Info@ClientsFirstConsulting.com](mailto:Info@ClientsFirstConsulting.com).*