

# Julie Morrison

## Principal Consultant

Julie has over 30 years' experience working with professional services firms and is a former EY partner. She works with Boards and senior leaders to drive change, improve partner engagement and enhance performance across sectors and geographies. She is a highly skilled communicator and action-oriented facilitator.

**Mobile:** +44 (0) 7879 453767

**Email:** julie.morrison@psfi.org



## About Julie

Julie has over 30 years' experience advising law firms of all sizes and many locations on strategy, performance, purpose, partner engagement and profitability.

She led and co-authored the market leading PwC Financial Management in Law Firms annual survey and report and subsequently led the Professional Practices team at EY. As an EY partner she held leadership roles in challenging practice areas involving development of new strategies, market propositions and financial turnaround.

Her most recent client work has been focussed on the role of leadership within partnerships, building agility within firms to react quickly to market changes and the evolution of business models used to deliver client services competitively.

She is a skilled facilitator and mentor, working one to one and with groups and is valued by client Boards for her collaborative approach.

## Experience

- ◆ Facilitated strategic reviews to develop new strategies and market positioning, advised on making the case for change, successfully gaining engagement and on production of business plans with measurable actions and responsibilities to drive execution.
- ◆ Led a diverse workforce across 22 UK locations through transformative changes in engagement, profitability and service delivery. Transformed poor performers into high performance teams with a clear purpose, value and commitment to client service.
- ◆ Advised professional services firms on governance structures, leadership development and succession.
- ◆ Julie has a lived experience of social mobility. She joined the profession as an A Level school leaver apprentice, qualified as a tax professional and subsequently navigated a successful path to partnership within a Big 4 firm.