

Matthew Fuller

Principal Consultant

Matthew is a BD and client strategy expert with decades of in-house experience working in leading global PSFs. He has held senior roles with Allen & Overy, Herbert Smith and most recently with US firm White & Case.



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About Matthew

Matthew has over 30 years' experience working at senior levels in business development at major international professional services firms. His recent work includes advising and supporting law firms, barristers chambers and consultants on their client strategy and the structure and empowerment of their business development support functions. He also acts as a senior mentor and coach within the professional services space.

In his previous roles, Matthew was Global Head of Business Development at Allen & Overy (including three years based in Germany), Global Head of Business Development at Herbert Smith and, most recently spent 11 years as Head of Americas & EMEA at US law firm White & Case. In these roles, Matthew operated at Board level taking responsibility for driving the client strategy and guiding the partners around client engagement as well as providing overall leadership and management responsibility for large international teams.

Matthew is a leading commentator in the professional services industry, speaking at conferences and writing articles. He is also co-author of a book – Strategic Tendering for Professional Services: Win more, Lose Less (published by Kogan Page). The book, which outlines the guiding principles and best practice advice for those in the professional services world seeking to pitch for work, won an award in 2018 at the Business Book Awards. In 2022, a second edition was published which has been used as a training manual at a number of top professional services firms.

Experience

- ◆ Re-shaped a law firm's training on business development to drive more lawyer engagement and to help develop improved confidence in relationship building. Over 500 lawyers have completed the course which was recently re-launched with a focus on collaboration and its benefits in the sales cycle.
- ◆ For a leading global law firm, created and launched plans for successful client development and profile building programmes in a number of markets including Africa, India, the Netherlands and Germany.
- ◆ Launched a firmwide global client programme with the aim of changing the culture of the firm to mirror the structure and needs of the firm's clients. The programme introduced a number of new initiatives including a University of Business Development, a Competency Framework and a mentoring scheme.

Education and qualifications

- ◆ Dual Accreditation for EMCC Foundation and Practitioner Level
- ◆ BA (Hons) History, University of London, Westfield College
- ◆ CIM Diploma, South Bank University
- ◆ Awarded Chartered Marketeer, Chartered Institute of Marketing