

MARK PRUNER
44 Burying Hill Road
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WORK EXPERIENCE

VP-Marketing, RD Legal Funding, LLC Englewood, NJ 2002-2006
Expanded sales 2100% in 3.5 years at litigation finance company making RDLF the largest legal factoring company. Supervised 3 professionals and 5 staff. Created strategic marketing plans incorporating, websites, direct mail, radio, email, newsletters, PR, tradeshow and public speaking. Created website that generated multi-million dollar revenue for firm. Developed prospect and client databases and supervised research staff. Prepared monthly and annual reports. Managed tradeshow and special events. Story placements in Forbes, ABA Journal, Houston Chronicle and on WCBS-AM.

President, Web Counsel, L.L.C. Greenwich, CT 1995-present
Founder of the oldest company designing websites for the legal community, it evolved into full service a marketing and business consulting firm for professionals. Analyzed client needs and abilities and developed integrated marketing plans. Created newsletters and blogs for clients that reached decision makers in their field. Clients are law firms in litigation, corporate and IP practices areas, professional associations and legal vendors. Speaker at ABA, IIR, PLI, Family Office Exchange and Mealey's seminars. Quoted in a wide variety of news and trade publications including WSJ, NY Times, Internet Week and Washington Post.

Attorney McGovern & Associates Greenwich, CT 1991-1994.
Worked on domestic and international mergers and acquisitions. Handled financial and regulatory litigation. Documented loan and other financial transactions. Handled Hart-Scott-Rodino filings, real estate, technology, and employment law matters for national and international clients.

Asst. General Counsel Bridgeport Hydraulic Co. Bridgeport, CT 1987-1991.
Provided full range of legal services to diversified water utility; principal areas were real estate, IT, environmental, government relations, contracts, corporate secretarial, litigation and human resources.

Asst. Counsel Felmont Oil Corp., Stamford, CT 1985-1987.
Assistant Counsel for oil company with activities throughout the U.S. and in South America.

Petroleum Consultant, Riverside, CT 1981-1985.
Created, marketed, and arranged multi-national financing for \$22MM in oil and gas partnerships with domestic and international partners. Units sold in U.S. and Europe to high net worth individuals and institutions. Negotiated financing from US and foreign banks. Designed financial spreadsheet analysis packages. Created real estate investment partnerships

EDUCATION

Southern Methodist School of Law, Dallas, TX - Graduated in 1980 with Juris Doctorate. Intern to U.S. District Court Judge Patrick Higginbotham, N.D. Texas, now on the 5th Circuit.

Dartmouth College, Hanover, NH - Graduated in June 1977 with BA. Majored in Economics and Biology. Worked at Kiewit Computation Center.

Bar Admissions - Texas 1980; Connecticut 1985.

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SPEAKING AND AWARDS

Frequent speaker throughout the U.S. and Canada, including presentations to the American Bar Association, the Practising Law Institute, ABA Tech Show, Law Journal Seminars, the Bankers Roundtable, the Institute for International Research, Mealey's Seminars, the Connecticut Bar Association, the Corporate Bar, St. John's Law School, the Florida Trial Lawyers and the Dartmouth Lawyers Association. Gave the keynote address at Pace Law School's Internet Forum. Web Counsel was named an Infoworld 100 winner in 1998.

WRITING

Author of "The Internet and the Practice of Law", the lead article in the Fall 1998 Pace Law Review, "The Clash of 20th Century Regulation with 21st Century Technology, (St. John's J. of Legal Commentary) "Competing in Cyberspace - The Big 5 v. the NLJ 250" (Internet Newsletter), Email Dangers of the Killer App (Pennsylvania Law Weekly), and "Sailing into Cyberspace" (Trial magazine). Wrote *A Guide to Connecticut Limited Liability Companies* published by American Lawyer Press. Quoted in the Washington Post, The Wall Street Journal, Forbes, the New York Times, the ABA Journal, the National Law Journal, the New York Law Journal, Fortune Small Business, Internet Compliance Alert, Internet Week, Web Week, Infoworld, AmLaw Tech, Star-Ledger, Houston Chronicle and the Washington & Lee Law Review.

WEBSITES

The Vacatur Center posted decisions on-line that insurance industry was trying to make disappear, and generated coverage in the Washington Post and on TV. The Titanic Virtual Trial website had over 5MM hits, world-wide attention, earned an ABA award and major press coverage for firm. Rolled-out blogging software for a law firm, before blogs became common. Created first multiple language law firm website. Designed extranet interfaces for law firm clients. Advised ethics board on applying Rules of Professional Conduct on WWW.

COMMUNITY ACTIVITIES

Chair of the Greenwich Affordable Housing Commission, Vice-Chair of the Greenwich Board of Social Services, and founder of the Connecticut Internet Association. Served on the State of Connecticut's Telephone Competition Commission, was a charter member of the Stamford Academy of Information Technology Advisory Board and served on the Norwalk Community College Information Security Council.