



Interview with Zelda Owens, Managing Director of Client Relations at HIRECounsel

by Kimberly Swetland | Harris Beach PLLC | kswetland@harrisbeach.com

Kim: *Zelda, tell us about HIRECounsel and the primary services it offers our member.*

Zelda: HIRECounsel provides temporary legal staffing of attorneys, paralegals, litigation support specialists, and coders. HIRECounsel also has an expertise in large-scale review projects and provides Project Management, Space and IT for assignments throughout the country.

Kim: *How long have you been with HIRECounsel and tell us about your experience prior to HIRECounsel?*

Zelda: I have been with HIRECounsel for two years. Before joining HIRECounsel, I was the National Director of Client Operations of Bowne Business Solutions (the outsourcing division of Bowne & Co. – a global information management company). At Bowne, my focus was to work with the senior account management teams across the country to deliver superior outsourcing services as well as identify and incorporate strategic solutions using our onsite desktop publishing, legal word processing and graphic design services for client engagements at law firms, investment banks, telecoms and other corporations. Prior to joining Bowne, I was CEO & Managing Director of The Owens Waters Group, a management consultancy focused on re-engineering production departments in banks and law firms in New York City.

Kim: *In addition to the ALANYC, what other associations or organizations are you affiliated?*

Zelda: The Chapin School – Trustee; Co-chair of the Technology & Diversity Committees
Harlem Commonwealth Council – Vice Chairperson
Corporate Counsel Women of Color
Women in eDiscovery

Kim: *What are two primary responsibilities that you have as Managing Director of Client Relations at HIRECounsel?*

Zelda: Account Management and Business Development.

Kim: *What past experiences have prepared you for your current role?*

Zelda: Over the past 15 years I have managed vendor and staffing relationships around the country in many industries so I understand the key performance indicators that administrators use when assessing vendors. Now that I am on the vendor side, I treat my clients the way that I wanted to be treated as a client: establishing open and timely communication, maintaining honesty and integrity and ensuring that our services positively affect our clients' bottom line. I also have a strong IT background so designing document review staffing solutions that are customized to fit each

client's e-Discovery lifecycle is natural for me. I have always enjoyed working in the "sweet spot" of people and technology.

Kim: *How would you characterize your management style?*

Zelda: Holistic – I have been successful at managing complex systems and creating efficiencies to deliver high value and to minimize costs.

Advisory – By tracking trends and sharing the learning I receive from each client assignment, I deliver to our clients proven solutions that will allow them to realize their business goals.

Kim: *If I asked your colleagues or direct reports the same question, what would they say?*

Zelda: My colleagues would say that I am a big-picture thinker who is very mindful of the details. I also like to empower my peers and clients with critical information such as industry best practices and benchmarks so that they can make excellent business decisions. My goal is to leave an environment better than when I first encounter it.

Kim: *What is the philosophy or motto of HIRECounsel?*

Zelda: One call does it all.

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Sponsor Profile

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Kim: *What is HIRE Counsel's mission and vision?*

Zelda: HIRECounsel's mission is, as a team, to provide premiere temporary legal staffing services, by enhancing the lives of our clients, our clients' clients, our candidates and us. We intend to achieve this through the creation of lasting, bonded, committed, professional relationships that maximize the return to all.

HIRECounsel's vision is to deepen our relationships with our current clients and to develop and expand our market share.

Kim: *How would you characterize the strategic objective for HIRECounsel?*

Zelda: Our strategic objective is to deliver cost effective best-in-breed temporary legal staffing services to law firms and corporations wherever their needs arise.

Kim: *What three impressions would you like your clients and potential clients to know/remember about HIRECounsel?*

Zelda:

1. HIRECounsel works the hardest for our clients to deliver the best possible staffing solutions.
2. HIRECounsel believes in open and honest communication with our clients and our employees.
3. HIRECounsel believes that both our customers and our contract employees are our clients and strive to service both with the utmost professionalism and integrity.

Kim: *What do you believe are three of your greatest industry advantages?*

Zelda:

1. HIRECounsel has national capabilities to staff document review projects anywhere in the United States.
2. HIRECounsel has a centralized infrastructure that allows us to immediately react to requests and to provide the best quality temporary legal staffing, space and IT solutions in the most cost effective market places.
3. HIRECounsel has deep relationships within the industry so that we have a clear understanding of the market and our clients on a national level.

Kim: *What trends, areas of focus and challenges do you foresee as most important to your clients?*

Zelda: The trends that challenge our clients pertain to the continuing proliferation of Electronic Discovery and the

rapid and changing best practices. Each client develops its own plan and strategy for handling the trends and we add value through our flexible and creative staffing solutions.

Kim: *What is the overall message you would like to convey?*

Zelda: HIRECounsel is the premier onshore temporary legal staffing company that can provide the best talent around the country.

For further information on how HIRECounsel can help your organization, please contact Zelda Owens, Managing Director, at HIRECounsel, 575 Madison Avenue, Suite 3000, New York, NY 10022 zowens@hirecounsel.com, (646) 356-0529, www.hirecounsel.com. ■

This interview was conducted by Kimberly Swetland, New York City Director of Administration, Harris Beach PLLC. Kim is a member of the New York City Chapter, the President-Elect, and member of the Newsletter Committee.

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CHAPTER LUNCHEONS

September 16

Jumeirah Essex House

October 16

New York Academy of Sciences