

Effectively Marketing Your Elder Law Practice

Speaker: Mark Britton

Speaker Bio: Mark Britton is the founder and CEO of Avvo (www.avvo.com), the leading expert-only Q&A forum where people can ask legal and health questions of lawyers, doctors and dentists for free. Avvo also rates and profiles 90% of the lawyers, doctors and dentists in the U.S. from 1 ("Extreme Caution") to 10 ("Superb"). Prior to founding Avvo, Mark was the executive vice president of Worldwide Corporate Affairs of InterActiveCorp Travel and Expedia, Inc. In this position, Mark oversaw all finance, strategy, corporate development, legal, human resources and government relations functions for the InterActive Corp travel companies. Prior to that, Mark served as Expedia's Senior Vice President, general counsel and secretary. Mark also serves on the Board of Directors of Orbitz Worldwide, Inc. (NYSE: OWW) and the Board of Regents at Gonzaga University. In 2007, Mark was named one of Seattle's "Top 25 Innovators" by Seattle Business Magazine.