

NEWS



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FOR IMMEDIATE RELEASE

Christopher Marston Becomes First “Law” Fellow of VeraSage Institute

Boston, MA—June 30, 2006—VeraSage Institute announces the think tank’s first fellow representing the legal profession, Christopher Marston. Marston was invited to join VeraSage because he demonstrates innovative practice methods in his firm. A core goal of VeraSage Institute is to end hourly billing by teaching firms how to better understand clients’ needs and manage expectations through defining a mutually agreed-upon goal and by pricing work in advance. VeraSage fellows are chosen through their ability to serve as role-models for other professionals. Fellows also personally commit to providing advice, support and guidance to other practitioners who embark on their own journeys to creating better firms.

Believing that lawyers are slaves to the billable hour, and that billing by the hour misaligns the customers’ and firms’ objectives, Marston, CEO and Founder of Exemplar Law Partners, created a “firm of the future.” Marston’s firm focuses on the value of services provided rather than the cost of one’s time. Offering fixed pricing, valuing work-life balance, and placing customer service at the forefront of the firm’s priorities are among the progressive practices the firm has adopted.

“It is an honor to be a thinking partner with world-class professionals from across the globe to solve a problem that will no doubt have life-changing implications,” says Marston.

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About Christopher Marston

An entrepreneur from an early age, Marston had his first song published at the age of 12, started a music services company at 14, and became an options trader at the age of 18. He earned his Bachelor's degree in Finance and Entrepreneurship from Northeastern University. During his undergraduate years, he served as CFO of JSA Technologies whose first client was Harvard University and JSA was responsible for the online money transfer feature for Harvard's Crimson Cash Program. Now, more than 50 universities across the nation are customers of JSA.

Marston graduated in 2004 from Suffolk University Law and Business School with a J.D. and an M.S.F. (Master of Science in Finance). He was awarded the Distinguished Oral Advocate and was the first first-year law student ever admitted to the national trial team achieving regional semi-finals in the 3rd year and regional finals in his last year. He won every internal mock trial competition, Best Trial Advocate in Fall 2003, and the Harold B. Goodwin Trial Advocacy Scholarship. Gifted with a natural entrepreneurial spirit and intellectual curiosity, Marston set out to revolutionize the legal industry moments after graduating with a vision for creating the firm of the future. (www.exemplarlaw.com)

About VeraSage

VeraSage Institute is the most revolutionary think tank for professional service firms. Founders include Ron Baker, well-known speaker and author, considered the father of modern value pricing, elimination of timesheets, and measuring what matters to align a company's goals with its customers' goals.

VeraSage exists to help professions break free of practice methods that undermine their purposes and fail their clients. VeraSage fellows are guided by the principles and values articulated in their Declaration of Independence and have pledged to help their colleagues in any way possible to expand their intellectual capital and increase their sphere of influence. (www.verasage.com)

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