



Executive Profile: Claudia Zanes

Chief Executive Officer

In 2003, Claudia Zanes joined her husband Doug in founding Zanes Law. As the firm's Chief Executive Officer, she has driven the law firm to the forefront of Arizona's competitive legal market. She realized early on that the firm's ability to represent clients effectively and efficiently would be wholly dependent on the development of successful business strategies, systems, and processes to successfully manage clients' cases and internal productivity. Under her guidance, Zanes Law has developed some of the most technologically advanced case management software and systems so the firm's professionals and clients will have every advantage possible in their fights against some of the wealthiest companies in the world.

With a diverse professional background in business and marketing, Claudia single-handedly grew Zanes Law from a small startup into a multimillion-dollar company that has represented thousands of clients. She has launched advertising campaigns for yellow pages, the Web, television, and print advertising that have grown the Zanes Law brand into one of the most recognizable brands in Tucson, Arizona. Her business and financial management have allowed the firm's professionals to focus on the effective representation of clients also while building a reputation unsurpassed within the Arizona legal community.

As CEO, Claudia dedicates her time planning the future course of Zanes Law and fostering the vision, growth, and profitability of the firm. Her foresight into the legal marketplace has allowed her to successfully manage the firm's financial resources in a way that allows the firm the freedom to independently finance complex litigation, which benefits the firm and its clients. Claudia has put together an excellent team of highly trained legal professionals who enable the firm to operate at maximum capacity with several hundred open cases at all times.

Prior to being named CEO in January 2010, Claudia served as the firm's business manager and focused on improving internal communication, customer service, and other crucial aspects that contributed to the firm's success. She also implemented goal-driven practices that defined the firm's direction, objectives, and prospects that have continued to spur company growth. As a result, she has and continues to play a key role in one of the largest personal injury law firms in Southern Arizona.

Professional Associations and Memberships

- National Association of Professional Women
 - Woman of the Year 2010 – 2011, *candidate*
- National Federation of Independent Businesses
 - Leadership Group

Community Service

- Beat Cancer Boot Camp
- Emerge House
- The Salvation Army
- San Miguel Corporate Partner

Contact Information

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