



## Executive Profile

### Claudia Zanes

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#### Business Manager

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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 in order to manage case files and employee work productivity. Through her guidance, Zanes Law has put into place 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.

Utilizing her prior experience in business and marketing, Claudia Zanes has single-handedly grown Zanes Law into a company that has represented thousands of clients. She has successfully launched advertising campaigns that have grown the Zanes Law brand into one of the most recognizable brands in Southern Arizona, incorporating yellow pages, the Web, television, and print advertising. Her business and financial management have allowed Zanes Law to grow efficiently, allowing the legal professionals of Zanes Law to focus on the effective representation of their clients while building a reputation unsurpassed within the Arizona legal community.

Mrs. Zanes' not only has the ability to plan the future course of Zanes Law, she also has the ability to put these plans into action. Her foresight into the legal marketplace has allowed her to successfully

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manage the firm's financial resources in a way that has grown the firm's market share significantly in a short period of time. This financial success benefits the firm as well as its clients, as it allows the firm the freedom to independently finance complex litigation. Mrs. Zanes has put together an excellent team of highly trained legal professionals, who allow the firm to operate at maximum capacity with several hundred open cases at all times. While she devotes most of her time to overseeing marketing, finances, and human resources needs, she always makes time for talking to clients and assisting them on their cases.

After developing successful advertising campaigns for many organizations, Mrs. Zanes was able to see firsthand the best ways to improve internal communication, customer service, and other crucial aspects that contribute to a successful business. As a result, she plays a key role in one of the largest personal injury law firms in Southern Arizona.