



# Lathrop GPM Taps Jasmine Trillos-Decarie to Launch Innovative Chief Client Officer Role

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## 25-year legal marketing and business development leader joins Am Law 200 firm

DENVER (Oct. 1, 2020) — Lathrop GPM LLP announced today that **Jasmine Trillos-Decarie** has joined the firm as its first Chief Client Officer (CCO) after an exhaustive search for a senior client service executive with significant and diversified experience in the business of law.

This CCO role was developed to support Lathrop GPM's focus on increasing the value provided to all clients. Trillos-Decarie brings her wealth of law firm experience to unify the administrative functions that most directly impact every client's experience. She will oversee the marketing and business development, practice management, pricing and legal project management teams.

"We are happy to announce that Jasmine has accepted the CCO position. While our search for the right candidate was put on hold for several months due to the pandemic, a promise to increase the value we provide our clients was the reason for the Lathrop GPM formation on Jan. 1, 2020 and Jasmine will help us to realize this promise," said **Cameron Garrison, Managing Partner at Lathrop GPM**.

An industry leader with 25 years' experience at the Am Law 100 and 200 firms Cravath, Swaine & Moore, Goodwin, Foley Hoag and, most recently, Stoel Rives, Trillos-Decarie has overseen client-value initiatives and business growth throughout the United States and internationally. Across the nation, she successfully has built, led, motivated and coached cross-functional, and cross-geographical teams.

"Jasmine consulted with us for the last several months, helping us refine our client service and value strategy," said **Courtney M. Landon, Chief Operating Officer at Lathrop GPM**. "She already has contributed valuable insights shaped by her impressive experience in legal client-service. Jasmine's Hispanic background also will increase the diverse perspective of our administrative leadership team for which diversity and inclusion is a focus."

With Trillos-Decarie, Lathrop GPM will explore opportunities to refine the firm's customer journey mapping, implement new and consistent client service and business development education, increase internal relationship-building programs, and deploy various client value-add initiatives.



An active member of the Legal Marketing Association, Trillos-Decarie has served on the International LMA Board of Directors and the LMA New England Board of Directors as President. She also served as a co-chair of the 2019 LMA Tech West Regional Conference and was directly responsible for returning the conference to a profitable endeavor for the West Region.

In the firm's current work-from-home environment, Trillos-Decarie will work from her home in Seattle, and will eventually be headquartered in the firm's Denver office.