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## The Mostly Legal Podcast: Episode 8 "The Other Side of the Fence: Legal Industry Business Partners Speak Out"

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In this episode, we are taking a turn to explore the business of law from the legal technology side of things. Melissa Chambers (Vice President of Enterprise Solutions, LawPay/Affinipay) and Mike West (Vice President of SMB Sales, NetDocuments) unveil the real truth behind the uniqueness of law firms and the real pain points that they have. The legal industry is notorious for being slow adopters, but Mike and Melissa have found strategies to overcome the hesitation. And if that isn't enough to intrigue you, imagine yourself with only 2 minutes to make your pitch to a firm. What is the first thing you lead with? You're going to have to listen to find out because Mike and Melissa said it best.

### About the Guests

#### Melissa Chambers

Vice President Enterprise Solution, LawPay

Melissa Chambers is Vice President of Enterprise Solutions at LawPay, an electronic payment platform developed specifically for the legal industry.

Melissa joined the LawPay team in 2009, bringing more than a decade of experience to the organization. After graduating from the University of Mississippi with a degree in Accounting, Melissa took a job in public accounting—an industry she worked in for a year before making a career change and moving into commercial real estate.

For the next eight years, Melissa worked at Equitable Real Estate, during which time she was promoted to Vice President. During her tenure at Equitable, she primarily managed large REITS and 501(c) (2) corporations.

After eight years, Melissa left Equitable Real Estate to focus on raising her three children. While doing so, she started her own financial consulting company for small businesses. She ran this business for three years before deciding to focus her time exclusively on her family. In 2009, Melissa joined the team at LawPay and, since then, has been helping clients and potential clients see how LawPay can help legal professionals manage payments and grow revenue in their firms. Additionally, in 2019, she was appointed as a member of the PDAC committee for the Association of Legal Administrators.

### **Mike West**

Vice President of Small, Medium Law, Sales, NetDocuments

Mike West is Vice President of SML (Small, Medium Law) Sales at NetDocuments, a cloud-based document management platform developed specifically for law firms. Mike joined NetDocuments in 2019 and brought over 20 years of sales and sales management experience to the organization. After graduating from Brigham Young University in 1997, he took a job in sales and never looked back. His primary focus has been providing technology solutions to companies within the IT, financial services, medical, and now legal markets. He has always prided himself on adding value to prospective clients, partners, coworkers, and organizations that he has worked for. Mike has loved his time at NetDocuments and is excited to be working in the legal industry. There is nothing better than helping a law firm adopt technology that helps them be more efficient, service their clients better and increase their bottom line!

Mike has been married for 5 years, has 6 kids (they are the Brady Bunch), and he's about to be a grandfather!!!!

His hobbies include fly fishing, skiing, mountain biking, traveling, and playing "really bad golf."

## **Episode Resources**

Mike's Resources:

[NetDocuments](#)

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Melissa's Resources:

[LawPay](#)

Pitch Your Passion:

[Wellspring Living](#)

Thanks for tuning in! Join us back here next week for episode 9 with Gail Fredrickson and Katya Adams!

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