Brian Dickson

Director of Pricing

Richmond

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OVERVIEW

Brian co-leads the pricing team at the firm, delivering innovative pricing strategies across practices central to the firm's client relationships. The team works closely with partners, practice leadership, and clients to design value-based approaches that enhance transparency, predictability, and long-term client value. With more than a decade of law firm management experience and more than 14 years of prior leadership in a fast-paced private company environment, Brian brings a unique perspective that blends industry experience with outside innovation.

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, Legal Value Network
- Member, True Value Partnering Institute
- Member, Legal Marketing Association
- Board member, Richmond Chapter Virginia Society of Certified Public Accountants

EDUCATION AND CERTIFICATIONS

EDUCATION

- The George Washington University, M.P.S., 2020, law firm management
- University of Nevada, Las Vegas, B.A., 2003, journalism and marketing

CERTIFICATIONS AND MEMBERSHIPS

- Certificate (Accounting), J. Sargeant Reynolds Community College (2025)

SPEAKING ENGAGEMENTS

- Speaker, Horizons Legal Ops Summit – Chicago 2025, October 8-9, 2025.

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