

Daniel Shiff, JD

Qualifications

More than 15 years' experience developing, writing, editing, and managing legal, financial, and other business-related publications.

Experience

2004– Dan Shiff Communications Chicago, IL

Principal

- Freelance business, financial, and legal writing.
- Specializing in technical and marketing communications for law firms, accounting firms, financial advisors, and other professional service organizations.

2004– CPA Leadership Report Chicago, IL

Managing Editor

- Managing editor of monthly e-mail newsletter that provides readers with a synopsis of and links to the most important articles on accounting firm leadership and management.

2003–2004 PDI Global, Inc. Chicago, IL

Publisher

- Led new product development efforts. Projects included retirement planning, construction law, and real estate law newsletters, as well as a family business planning guide.
- Managed freelance writers and joint venture partners for almost 50 client newsletters and financial planning guides distributed by law firms, accounting firms, management consultants, financial advisors, banks, and insurance companies.
- Worked closely with editorial team to monitor and maintain quality of publications.
- Identified and developed strategic alliance opportunities.

2002–2003 Pencor Publications Chicago, IL

President

- Managed publications division of Pencor LLC, a publishing and association management firm. Pencor produced client newsletters and other marketing materials for accounting firms, law firms, banks, and financial advisors, and managed 10 niche-focused not-for-profit associations of accounting firms and consultants.

1993–2002 Pencor LLC Chicago, IL

Senior VP and Editorial Director

- Oversaw editorial and production of almost 40 client newsletters for

- accounting firms, law firms, banks, and financial advisors.
- Wrote articles on a variety of topics, with a focus on tax and business valuation.
- Served as editor of *CPA Construction Niche Builder* and contributing editor of *CPA Litigation Service Counselor*, monthly newsletters published by Harcourt Brace Professional Publishing.

1990–1993 CCH, Inc. San Rafael, CA

Law Editor

- Wrote and edited state tax law publications.

1989–1990 Lieberman & Reber Oakland, CA

Attorney

- General business litigation.

1987–1989 Holtzmann Wise & Shepard Palo Alto, CA

Attorney

- Business litigation, employment law, corporate transactions.

1984–1987 McCutchen Doyle Brown & Enersen San Francisco, CA

Attorney

- Business and toxic tort litigation.

Education

1981–1984 Indiana University School of Law Bloomington, IN

- JD, magna cum laude
- Order of the Coif

1976–1980 Carleton College Northfield, MN

- BA, philosophy

Memberships

Professional Memberships

- Association for Accounting Marketing
- Legal Marketing Association

References

Available upon request.