



Jeff Reade
President and Founder, Cole Valley Software, Inc.

Having founded Cole Valley Software in 1991, Jeff has more than 19 years experience in developing sales and marketing systems for the professional services field. As President of Cole Valley Software, Jeff oversees the sales and marketing of their flagship software application, ContactEase™, which is currently installed in over 200 legal and accounting firms with more than

10,000 users worldwide. Jeff is a frequent speaker and author on the topics of sales and marketing automation, data mining, and knowledge management to organizations that include the Law Marketing Association (LMA), Association of Legal Administrators (ALA), and the Association for Accounting Marketing (AAM). In addition Jeff has written for the ALA Management Report, LMA Strategies, and numerous other professional services publications. Jeff has a Masters of Actuarial Science and Bachelors of Business Administration from the University of Michigan.