

Rob Thomas is Vice President, Strategic Development for Serengeti Law (www.SerengetiLaw.com). He was an architect of Serengeti's Internet-based e-billing/matter management system, which provides electronic bill processing, online matter management, budget tracking, contract management, and performance reports. Serengeti Tracker is currently used by over 3,000 in-house counsel and their more than 6,000 law firms worldwide.

Rob created the ACC/Serengeti Managing Outside Counsel Survey, and is the author of the annual survey report (now in its fourth year) which analyzes the techniques used by hundreds of law departments to manage their work with outside counsel. He is a widely published author and frequent speaker on the use of technology by in-house counsel to efficiently manage their work with outside counsel. His articles have appeared in the ABA's Law Practice Management, ACC's Docket, LawNet's Peer-to-Peer, and Risk Management.

Prior to joining Serengeti, Rob had more than twenty years of diverse experiences as a practicing attorney. His career began with complex litigation and corporate finance transactions for the largest commercial law firm in Seattle, after which he moved to Tokyo to handle international transactions with a Japanese law firm. During the twelve years prior to joining Serengeti, he managed complex legal matters for large business clients of the Seattle law firm of Stokes Lawrence, P.S. He served as managing partner of the firm, and coordinated national projects involving teams of both in-house and outside counsel for corporate clients.

Rob received his undergraduate degree with honors from Princeton University, and his law degree from Stanford Law School, where he was a member of the Stanford Law Review.