

Cindy Thurston Bare

Chief Data & Innovation Officer

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As Chief Data and Innovation Officer, Cindy leads the firm's strategic data, experience, and knowledge management initiatives. Cindy's focus is using data and technology to enhance client service, team performance and overall efficiency.

Prior to joining Frost Brown Todd, she was Senior Director at a legal technology company, where she consulted with large law firms on data strategy. She has also been the Director of Knowledge Management at two global AM Law 100 firms, where her work led to process innovations in litigation case management and client-facing technology.

Cindy is a Prosci® Certified Change Practitioner and a frequent speaker on practice analytics, legal and marketing technology, innovation and change management.

Other Info About Cindy

Education

Georgetown University, BSFS, International Affairs

The George Washington University, MA, Human Resources Development

Marymount University, MA, Counseling

LPM Institute, *Fundamental Skills of Legal Project Management*, Certificate, August 2023

Prosci® Certified Change Practitioner, Prosci, Inc.

Professional Affiliations

Corporate Legal Operations Consortium

International Legal Technology Association

Civic Activities

Student Services Advisory Committee Member, Arlington Public Schools

Firm Committees

Technology and Innovation Committee, Member

Legal Project Management Committee, Member

Presentations

"Towers of Babel: Managing Disparate Data Across the Firm," Thomson Reuters Institute Marketing Partner Forum, Jan. 2022

"Firm Intelligence: The Advantages of a Single Source of Truth," The Changing Lawyer Virtual Summit, Nov. 2021

"Data Driven Marketing – Collaborating for the Win," Legal Marketing Association Annual Conference, Oct. 2021

"Quantum Leap: Advancing Firmwide Competitive Intelligence," Thomson Reuters Institute COO and CFO Forum, Oct. 2021

"Does it Matter? Marrying search and business data for analytical knowledge," ConnectLive, June 2021

"Women Who Lead," International Legal Technology Association (ILTA), Feb. 2018

"Experience Management 2.0: The Intersection of People, Process and Pipelines," Legal Marketing Association TechWest, Jan. 2018

"Matter Experience Management: Getting the Data Right Makes all the Difference," ARK KM Legal, Oct. 2017

"Knowledge Management: What Legal Ops Can Learn from the Law Firm Experience," Corporate Legal Operations Consortium (CLOC)

Institute, May 2017

Major Publications

"Frost Brown Todd's Chief Data & Innovation Officer: Teaching Lawyers Value of Data Vital to Knowledge Management," Law.com, April 2025 (view article)

"Acting on Firm Intelligence," Briefing Legal (view article)

"It Could Happen to You: Transforming Marketing Operations," Legal Marketing Association (view article)

"What Legal KM Professionals can Learn from KM in the Big Four,"; "Know Your Client with Modern Experience Management", ILTA 2018 Knowledge Management White Paper

"Are You Experienced? One Firm's Experience Management Journey," ILTA 2017 Knowledge Management White Paper

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